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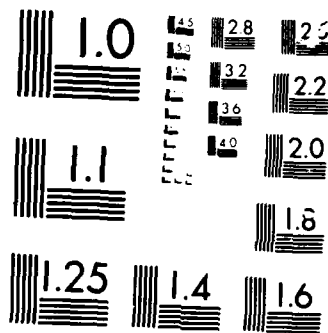
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Youth Attitude Tracking Study II  
Wave 16 -- Fall 1985

**Supplementary Tabulations**

*Research Triangle Institute*

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YOUTH ATTITUDE TRACKING STUDY II  
Supplementary Tabulations of Data Collected  
in the Fall, 1985

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RTI/3365/05-01FR  
February 1986



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The views, opinions, and findings contained in this report are those of the authors and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

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## INTRODUCTION

Effective targeting of recruiting efforts requires that the Department of Defense understands the backgrounds, attitudes and motivations of young men and women, and their intentions to serve in the military. In the past, two survey series provided data on these issues: the Youth Attitude Tracking Study (YATS) and the Reserve Component Attitude Study (RCAS). The Youth Attitude Tracking Study II (YATS II) is a reconfigured survey begun in 1983 that merges the former YATS and the non-prior service portion of RCAS into a single study.

This volume presents supplementary tabulations for the 1985 YATS II. These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study. The interpretive analyses appear in a companion volume, Youth Attitude Tracking Study II: Fall, 1985.

### Definitions and Organization of Data Tables

Respondents. Respondents to the 1985 YATS II were drawn from three market groups:

- . Young Males aged 16-21,
- . Older Males aged 22-29, and
- . Females, aged 16-21.

Consistent with past YATS surveys, eligible individuals had no prior or current military service and were not beyond the second year of college. Analyses are based on interviews from 5,478 young males, 1,180 older males, and 3,301 females.

Tabular Content. Data tables for the 1985 YATS II survey present two types of information:

- Marginal item distributions for each market group, and
- Cross tabulations of items with the key analysis variable of "composite propensity to serve in the military."

Item cross tabulations with propensity are presented separately for each market group.

The 1985 YATS II survey assessed propensity to serve in the active military and propensity to serve in the Reserve Components (defined below). To provide maximum information about each type of propensity, tabular results are presented in two parts, one part showing active propensity and the other part showing Reserve propensity. In Part 1 tables, propensity refers to composite propensity to join the active Services; in Part 2 tables, propensity refers to composite propensity to join the National Guard or Reserves.

Measurement of Propensity. The term "propensity" refers to the self-reported likelihood of a respondent enlisting in the military. Composite Active Propensity is based on four questions assessing the likelihood of serving in the Army (Q510 in the questionnaire), the Navy (Q513), the Marine Corps (Q512), or the Air Force (Q511).

These questions were asked with the following format:

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

How likely is it that you will be serving on active duty in the \_\_\_\_\_ (Army, Navy, Marine Corps, Air Force)? Would you say

Definitely,  
Probably,  
Probably not, or  
Definitely not?

Composite Active Propensity is constructed as the most positive response given to the four questions. For example, an individual who indicated that he would "probably enlist" in the Army, but "probably not enlist" in the Navy, the Air Force, or the Marine Corps was assigned a value of "probably enlist" on the Composite Active Propensity measure. Respondents with values of "definitely enlist" or "probably enlist" on the composite measure are defined as having "positive propensity." Respondents whose values on the composite measure were "probably not," "definitely not," "don't know," or "refuse" are defined as having "negative propensity."

The 1985 YATS II survey also assessed Reserve propensity based on two questions--one about joining the National Guard (Q505) and the other about joining the Reserves (Q507). The questions were as follows:

How likely is it that you will be serving in the \_\_\_\_\_  
(National Guard or Reserves)? Would you say

Definitely,  
Probably,  
Probably not, or  
Definitely not?

A Composite Reserve Propensity measure was formed from these two items and was constructed in the same manner as the Composite Active Propensity measure.

Composite Reserve propensity computed for the 1985 and 1984 YATS II tables differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The former are based on the two items noted above whereas the latter is based on six items used in the Reserve Component Attitude Study (RCAS). Thus, results of Reserve propensity in 1983 are not directly comparable to those for 1984 and 1985. In contrast, composite Active Propensity is based on the same items for the three years and results are comparable.

### Table Format

The Supplementary Tabulations provide information about the distributions of items for the 1985 YATS II data. Tables present percentages based on sample data weighted to yield population counts.\* Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on small numbers of respondents are less reliable than those based on larger numbers.

Because of considerable variation in the design effects associated with individual items, generalized standard errors are not provided for the tables. Data from the tables should be used for determining how respondents reacted to individual items or sets of items and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

\*It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1985 study's stratified, two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily-populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

A maximum of 9 different subgroups appear in the tables. These are:

- 1) Young males with positive propensity.
- 2) Young males with negative propensity.
- 3) Older males with positive propensity.
- 4) Older males with negative propensity.
- 5) Females with positive propensity.
- 6) Females with negative propensity.
- 7) Young males overall (total of groups 1 & 2).
- 8) Older males overall (total of groups 3 & 4).
- 9) Females overall (total of groups 5 & 6).

Some questionnaire items were asked only of specific market groups (e.g., older males only). In these cases the tables have fewer columns.

#### Reading the Tables

In most cases, percentages in the tables are column percentages and sum to 100. A few tables, which are specially noted, summarize responses to questions that allowed multiple responses and, consequently, have varying totals. Percentages are within market group and level of propensity for the first six columns. The three right-most columns present percentages within each market group as a whole. Care must be taken to interpret a percentage within the appropriate subgroup.

The table format used allows direct comparison of the different subgroups. For example, in Table Q404 on page 14, one can see that 61.9 percent of the older males report the 12th grade as their highest grade completed, whereas only 33.0 percent of the young males report

the 12th grade as their highest. Similarly, for young males with positive propensity to serve in the active military, 25.0 percent report the 12th grade as the highest grade completed; for young males with negative propensity, 36.4 percent indicate the 12th grade as their highest.

It is important to interpret the column percentages correctly for positive and negative propensity and not to confuse them with row percentages. For example, in Table Q404, if the existing data for positive propensity were row percentages, their interpretation would be that among respondents whose highest grade attended is the twelfth grade, 25.0 percent of young males have positive propensity. Care should be taken not to interpret the tables using a row percentage.

#### Questionnaire Skip Patterns and Study Respondents

The 1985 YATS II questionnaire is very similar to the 1984 YATS II questionnaire (see Appendix A) and was designed to obtain necessary information for the study and at the same time to minimize respondent burden. The latter was accomplished by use of skip patterns within the questionnaire. Thus respondents were asked items only that were applicable based on their answers to other items. For instance, respondents who said they did not plan to attend school or a training program in the fall (Q407) were not asked about the kind of school in which they would be enrolled (Q408). The latter question (called a "filtered" question) was asked only of the subset of individuals who were planning to attend school. Accordingly, the numbers of respondents to these filtered questionnaire items are smaller, and the percentages are based only on



the relevant subgroup. Questions within a skip pattern can be identified by smaller numbers of respondents and, often, by a parenthetical remark in the table title. Skip pattern instructions appear in the questionnaire (Appendix B).

Parts 1 and 2 of the Supplementary Tabulations are based on the same questionnaire items (403-717) with the exception of one set of items, questions 551-583. Of these items, questions 551-562 apply only to active duty service and appear only in part 1 tables. Similarly, questions 571-583 apply only to service in the Reserve components and appear only in part 2 tables. The sample sizes for these subsets of items and for the total study appear below in Table 1.1. Note that except for young males on questions 571-583, all other items were asked of all respondents.

Table 1.1. Question Sets and Sample Respondents

Tabulation Part	Question Sets	Young Males	Older Males	Females
Active only	551-562	5,478	1,180	3,301
Reserve only	571-583	2,736	1,180	3,301
All respondents	403-524 601-717	5,478	1,180	3,301

Note: Item numbers 525-550, 563-570, and 584-600 were not used in the questionnaire. Table entries indicate the total number of interviews for the question sets. Numbers responding to specific items vary due to missing data and questionnaire routing (skip) patterns.

Part I

Active Service Propensity Tables

100

100

Q403 - AGE ON LAST BIRTHDAY?

--RESPONSES	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)	
16	31.0	21.1	0	0	28.0	0	20.4	0	24.0	0	21.3	0	24.0	0	21.3	
17	27.8	20.3	0	0	28.8	0	22.4	0	22.6	0	23.2	0	22.6	0	23.2	
18	10.0	17.8	0	0	17.1	0	18.6	0	17.2	0	18.3	0	17.2	0	18.3	
19	11.1	15.2	0	0	13.4	0	10.4	0	14.0	0	10.0	0	14.0	0	10.0	
20	7.1	13.2	0	0	7.0	0	11.2	0	11.3	0	10.7	0	11.3	0	10.7	
21	7.0	12.4	0	0	5.7	0	11.1	0	10.8	0	10.5	0	10.8	0	10.5	
22	0	0	27.2	12.2	0	0	0	0	0	0	0	0	0	13.5	0	
23	0	0	11.3	11.0	0	0	0	0	0	0	0	0	0	11.0	0	
24	0	0	16.2	14.2	0	0	0	0	0	0	0	0	0	14.4	0	
25	0	0	17.1	14.8	0	0	0	0	0	0	0	0	0	16.0	0	
26	0	0	9.5	12.0	0	0	0	0	0	0	0	0	0	11.8	0	
27	0	0	5.7	11.1	0	0	0	0	0	0	0	0	0	10.7	0	
28	0	0	3.0	11.0	0	0	0	0	0	0	0	0	0	10.3	0	
29	0	0	10.0	13.7	0	0	0	0	0	0	0	0	0	13.4	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301							

Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
7 GRADES OR LESS	0.7	0.5	4.0	0.4	1.1	0.2	0.5	0.3
8TH GRADE	2.6	1.1	1.7	1.7	2.9	1.1	1.5	1.4
9TH GRADE	10.9	5.3	3.9	1.9	9.4	4.0	7.0	4.7
10TH GRADE	29.7	19.6	10.2	5.5	20.9	10.2	22.6	19.5
11TH GRADE	20.1	24.0	11.6	7.5	20.0	25.4	25.2	25.5
12TH GRADE	25.0	36.4	50.0	02.2	25.7	37.5	33.0	30.1
13TH	2.9	11.0	7.3	15.0	5.0	12.4	9.2	11.5
14TH	0.1	1.2	2.0	5.9	0.2	1.1	0.9	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1007	3011	110	1070	392	2009	5470	3301

Q405 - RESPONDENT DEGREES, DIPLOMAS OR CERTIFICATES

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ABE	0.1	0.4	1.5	0.6	0	0.3	0.3	0.2
GED	1.4	2.0	2.9	4.4	1.9	2.0	1.9	2.0
HIGH SCHOOL	25.5	45.8	62.1	72.8	27.9	47.9	39.8	45.5
VOC/BUS/TRADE	3.6	5.0	20.2	16.8	3.9	5.1	4.0	5.0
OTHER DEGREE	3.5	3.1	9.4	5.7	5.0	3.0	3.2	3.3
--TOTAL--	QUESTION PERMITTED AS MANY AS 5 RESPONSES							
--COUNT--	1667	3811	110	1070	392	2909	5478	3301

Q406 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
HS DIPLOMA	94.9	97.3	86.9	94.2	91.4	96.5	98.8	93.6
ABE CERTIFICATE	0	0.4	2.9	0.4	1.4	0.3	0.3	0.6
GED CERTIFICATE	3.7	1.8	8.4	4.7	7.2	2.6	2.2	5.0
OTHER HS CERTIFICATE	0.6	0.4	0.6	0.2	0	0.6	0.5	0.2
NO, NONE	0.8	0.1	1.3	0.6	0	0.2	0.3	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	432	1775	74	840	117	1416	2207	914
								1533

--RESPONSES

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT 1)  
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT 1)

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	63.7	59.6	12.7	11.9	69.4	61.4	60.8	12.0	62.3
NO	35.2	39.8	87.3	86.9	30.2	38.6	38.4	86.9	37.6
MISSING	0.1	0	0	0	0	0	0.0	0	0
DONT KNOW	1.0	0.6	0	1.1	0.4	0.1	0.7	1.0	0.1
REFUSED	0	0	0	0.1	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	116	1070	392	2909	5478	1180	3301

--RESPONSES



Q400 - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

-----MARKET-----

-----MARKET-----

--RESPONSES	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
NONE	1.1	0.9	8.0	3.4	0.4	1.0	0.4	1.0	0.9	0.9	0.9	0.9	3.0	0.9	0.9
ABE	1.1	0.8	0	0.7	2.0	1.5	2.0	1.5	0.9	0.9	0.9	0.9	0.7	0.9	1.7
HIGH SCHOOL	73.1	55.8	0	0	74.4	50.0	74.4	50.0	61.2	61.2	61.2	61.2	0	58.9	58.9
GED	2.1	1.0	0	1.0	1.5	1.7	1.5	1.7	1.3	1.3	1.3	1.3	1.4	1.7	1.7
JOBS/WIN/CETA	1.1	0.4	0	5.1	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0
OJT PROGRAM	2.3	1.3	14.9	8.4	0.3	0.0	0.3	0.0	1.0	1.0	1.0	1.0	9.0	0.5	0.5
APPRENTICE	1.3	1.2	10.5	12.0	1.3	0.3	1.3	0.3	1.3	0.3	1.3	1.3	12.4	0.4	0.4
VOC/BUS/TRADE	7.4	7.2	8.2	20.1	3.9	0.0	3.9	0.0	7.3	7.3	7.3	7.3	24.4	5.7	5.7
JR COLLEGE	0.1	12.4	37.0	25.7	7.0	12.0	7.0	12.0	10.4	10.4	10.4	10.4	20.9	11.5	11.5
COLLEGE	4.6	19.0	14.7	17.0	7.4	19.7	7.4	19.7	14.5	14.5	14.5	14.5	10.7	10.1	10.1
REFUSED	0	0.0	0	0	0	0	0	0	0.0	0.0	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1073	2314	14	130	271	1792	271	1792	3387	3387	3387	3387	144	2003	2003

Q489 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
---RESPONSES								
FULL-TIME	88.7	87.8	28.1	35.9	86.1	87.2	88.1	87.8
PART-TIME	11.3	11.9	71.9	63.8	13.9	12.8	11.7	12.0
DONT KNOW	0	0.3	0	0.3	0	0	0.2	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1883	2295	13	126	270	1772	3358	2842

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1980-87?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	78.4	75.7	73.6	49.6	86.1	78.9	76.5	79.8
NO	17.5	22.0	25.1	47.1	11.2	18.3	20.7	17.5
DONT KNOW	4.1	2.3	1.3	3.2	2.7	2.8	2.8	2.8
REFUSED	0	0	0	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q4108 - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1980-87?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	68.4	45.2	46.9	38.1	75.2	55.0	49.3	38.5
NO	34.0	44.6	53.1	55.3	17.1	35.9	41.7	55.2
DONT KNOW	5.6	10.3	0	6.4	7.7	9.1	9.0	6.1
REFUSED	0	0	0	0.2	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	333	867	29	541	50	590	1200	570
								852

--RESPONSES

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
HIGH SCHOOL	20.2	10.4	4.0	3.2	21.5	17.4	21.4	17.9
VOC/BUS/TRADE	20.1	22.0	50.2	40.0	20.3	20.4	24.2	20.4
JR COLLEGE	12.6	16.7	13.1	23.7	20.7	19.9	16.4	20.0
2 COLLEGE	24.0	30.2	20.0	19.0	31.4	37.7	34.0	30.9
GRADUATE/PROFESSIONAL	0.7	0.0	1.0	1.0	0.5	0.7	0.0	0.7
DONT KNOW	4.0	3.7	5.7	5.0	5.7	3.9	4.1	4.1
REFUSED	0	0	0	0	0	0.0	0	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1535	3345	90	731	379	2040	4000	3019

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

--RESPONSES	--MARKET--				--MARKET--				
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROBABILITY (PCT)	NEGATIVE PROBABILITY (PCT)	POSITIVE PROBABILITY (PCT)	NEGATIVE PROBABILITY (PCT)	POSITIVE PROBABILITY (PCT)	NEGATIVE PROBABILITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
FULL-TIME	58.4	63.2	25.6	17.1	61.9	59.8	61.9	18.0	68.8
PART-TIME	38.6	34.2	72.6	88.2	35.6	38.1	35.5	79.3	37.8
DONT KNOW	2.9	2.5	2.4	2.7	2.5	2.1	2.6	2.7	2.2
REFUSED	0	0.6	0	0	0	0	0.9	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1107	2724	92	788	298	2176	3831	806	2474

Q413 - HOW MUCH WOULD 1 YEAR OF EDUCATION COST YOU?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES (PCT)	OLD FEMALES (PCT)
--RESPONSES								
LESS THAN \$1000	10.8	10.7	15.4	22.8	11.3	11.0	10.8	11.0
\$1000-\$1999	17.0	19.8	24.5	20.3	21.1	18.2	19.3	18.5
\$2000-\$2999	23.2	18.3	21.7	18.9	27.1	21.5	19.7	22.2
\$3000-\$3999	14.8	12.6	11.7	10.1	13.5	13.0	13.2	13.1
\$4000-\$4999	8.4	9.9	3.8	7.7	8.3	10.5	9.5	10.3
MORE THAN \$5000	23.1	28.0	22.3	18.6	18.3	25.1	20.6	24.3
REFUSED	1.7	0.7	0.6	1.0	0.3	0.7	1.0	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1107	2724	92	708	298	2176	3831	2474

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)

--RESPONSES

ALL EXPENSES	18.5	30.8	27.7	42.4	18.4	25.0	27.3	40.8	24.8
MORE THAN 3/4	4.1	6.0	3.0	3.1	3.3	3.0	5.4	3.1	3.0
ABOUT 3/4	17.5	13.9	14.5	8.0	11.9	12.5	14.9	8.7	12.4
ABOUT 1/2	36.3	28.3	28.2	23.6	38.2	30.8	30.6	24.1	31.7
ABOUT 1/4	13.0	11.6	19.1	12.0	16.1	16.5	12.1	12.8	16.4
LESS THAN 1/4	3.8	5.2	3.0	4.1	4.8	5.4	4.8	4.0	5.3
NONE	5.5	3.7	3.2	6.4	6.4	5.5	4.2	6.0	5.6
REFUSED	0.7	0.7	0	0.4	0.8	0.7	0.7	0.4	0.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1107	2724	92	708	298	2176	3831	800	2474



Q416 - HIGHEST GRADE YOU WOULD EVENTUALLY LIKE TO COMPLETE ?

--RESPONSES	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
8TH	6.1	6.2	0	0.3	0.3	0.3	0.0	0.0	0.1	0.3	0.1	0.1	0.1	0.3	0.1	0.3	0.1	0.1
9TH	6.3	6.2	0	6.2	0	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
10TH	6.3	6.3	0	6.9	0	0.1	0.1	0.1	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
11TH	6.6	6.4	0	6.4	0	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
12TH/HIGH SCHOOL	19.9	13.2	22.6	21.8	12.3	12.3	10.8	10.8	12.3	12.3	12.3	12.3	12.3	12.3	12.3	12.3	12.3	12.3
13TH	2.7	2.6	2.3	6.0	1.2	1.2	4.4	4.4	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
14TH	19.8	19.1	24.6	27.5	22.2	22.2	10.0	10.0	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2
15TH	2.6	1.7	3.9	2.0	3.4	3.4	1.3	1.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4
16TH/COLLEGE	46.2	43.9	37.2	24.9	46.6	46.6	4.2	4.2	46.6	46.6	46.6	46.6	46.6	46.6	46.6	46.6	46.6	46.6
17TH	1.6	2.3	1.6	6.7	1.1	1.1	1.6	1.6	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
18TH	3.5	5.4	4.6	2.8	6.1	6.1	6.6	6.6	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1
19TH	1.3	2.2	6.8	6.6	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4
20TH	2.9	4.6	2.6	1.9	3.2	3.2	4.6	4.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2
DONT KNOW	4.9	4.6	2.2	9.8	3.1	3.1	4.3	4.3	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1
REFUSED	0	0.0	0	0.2	0	0	0.1	0.1	0	0	0	0	0	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	116	1676	392	392	2969	2969	5478	1180	1180	3301	5478	1180	1180	3301	3301	3301

Q416 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
YES	51.9	62.7	82.7	91.8	37.4	55.2	59.5	91.8
NO	48.1	37.3	17.3	8.2	62.6	44.8	40.5	9.0
REFUSED	0	0.0	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1100

Q417 - ARE YOU LOOKING FOR WORK NOW?

-----MARKET----- MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	71.6	50.3	72.2	61.3	65.9	43.8	57.8	63.2	47.3						
NO	28.4	49.7	27.8	38.7	34.1	56.2	42.2	36.8	52.7						
REFUSED	0	0	0	0	0	0.0	0	0	0.0				0	0	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0
--COUNT--	787	1420	18	88	246	1301	2207	106	1547						

--RESPONSES

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
YES	78.8	77.1	78.6	98.1	58.5	68.6	77.7	88.1
NO	21.2	22.8	21.4	9.9	43.5	31.4	22.3	11.9
REFUSED	0	0.0	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	787	1420	18	98	246	1361	2267	1547

--RESPONSES

Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES			FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	
A NEW JOB	28.7	20.1	32.2	20.4	36.7	22.6	22.4	21.4	23.7	
A SECOND JOB	8.8	6.9	2.8	6.4	13.6	7.8	7.4	6.1	8.2	
ANOTHER WAY	9.0	6.6	18.2	9.8	8.4	4.9	7.2	10.5	5.2	
NOT LOOKING	53.5	66.3	46.8	63.3	42.3	64.8	63.0	62.0	62.9	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	880	2391	92	982	146	1608	3271	1074	1754	

--RESPONSES

Q424 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD TOTAL (PCT)
1-34	53.2	47.6	13.6	7.8	62.6	58.9	49.2	7.5
35-44	34.3	34.3	44.6	52.4	33.0	35.3	34.3	51.7
OVER 44	12.1	17.4	41.9	40.0	4.2	5.0	15.8	40.2
DONT KNOW	0.4	0.6	0	0.6	0.3	0.8	0.6	0.6
REFUSED	0.0	0.1	0	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1492	3481	107	1061	286	2498	4973	1168
								2784

--RESPONSES

Q425 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)
EVERY WEEK	45.7	42.3	39.5	26.0	39.8	47.9	43.3	27.2	47.1	43.3	27.2	47.1	43.3	27.2	47.1	43.3	27.2	47.1
2-3 TIMES/MONTH	15.4	16.0	21.2	16.1	19.2	14.4	15.8	16.5	14.9	15.8	16.5	14.9	15.8	16.5	14.9	15.8	16.5	14.9
ONCE/MONTH	6.8	6.5	7.8	9.9	4.1	3.4	6.6	9.7	3.5	6.6	9.7	3.5	6.6	9.7	3.5	6.6	9.7	3.5
< ONCE/MONTH	2.5	3.3	8.2	8.6	5.0	1.6	3.1	8.6	2.0	3.1	8.6	2.0	3.1	8.6	2.0	3.1	8.6	2.0
NEVER	29.5	31.9	23.3	39.3	31.6	32.6	31.2	37.9	32.5	31.2	37.9	32.5	31.2	37.9	32.5	31.2	37.9	32.5
REFUSED	0	0.0	0	0.2	0.3	0.0	0.0	0.2	0.1	0.0	0.2	0.1	0.0	0.2	0.1	0.0	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1492	3481	107	1061	206	2498	4973	1168	2784	4973	1168	2784	4973	1168	2784	4973	1168	2784

--RESPONSES

Q438 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
--RESPONSES								
PRIVATE COMPANY	78.8	84.9	86.2	80.8	79.4	83.8	83.1	81.3
GOVERNMENT	12.1	7.4	6.6	9.1	12.7	10.8	8.8	8.8
SELF EMPLOYED	5.3	4.6	6.9	9.1	5.3	3.8	4.6	8.9
NO PAY/FAMILY	3.3	3.6	6.6	1.6	2.3	1.4	3.1	1.6
REFUSED	6.6	6.1	6	6.1	6.3	6.2	6.2	6.6
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	1492	3481	167	1661	286	2498	4973	1168
								2784



Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY SATISFIED	25.4	28.9	27.3	29.1	31.3	30.1	27.8	28.9
SOMEWHAT SATISFIED	52.0	49.5	51.3	50.3	40.1	45.8	50.2	50.4
NEITHER	8.0	9.9	6.5	9.0	9.9	10.4	9.3	8.8
SOMEWHAT DISSATISFIED	9.3	8.3	10.6	8.4	10.6	9.4	8.6	8.6
EXTREMELY DISSATISFIED	5.1	3.3	4.2	2.6	8.1	4.3	3.8	2.9
DONT KNOW	0.3	0.1	0	0.3	0	0.1	0.2	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1492	3481	107	1061	286	2498	4973	1168
								2784

--RESPONSES

Q432 - HAVE YOUR EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	35.7	39.2	98.0	82.9	38.7	33.6	38.1	34.2
NO	64.3	60.8	10.0	17.1	61.3	66.4	61.9	65.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	799	1003	10	78	176	1488	2462	1664

Q434-436WAGE - EXPECTED MONTHLY RATE OF PAY FOR A DIFFERENT FULLTIME JOB

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	TOTAL (PCT)	

--RESPONSES

0-500	3.2	2.9	1.6	4.7	3.9	3.8	3.8	3.6	4.4	3.8	3.8
501-600	21.9	15.9	3.8	1.4	35.5	28.5	17.7	1.6	27.5	27.5	27.5
601-700	28.8	15.3	7.2	2.2	19.8	22.3	18.7	2.6	22.8	22.8	22.8
701-800	7.3	7.6	3.8	8.7	8.8	7.3	7.5	1.8	7.4	7.4	7.4
801-900	15.4	17.6	9.4	5.5	14.3	16.8	16.9	5.8	15.8	15.8	15.8
901-1100	11.7	12.1	13.3	9.5	8.3	18.8	12.8	9.8	18.3	18.3	18.3
1101-1300	7.7	8.8	16.2	18.5	3.5	5.1	7.9	11.1	4.9	4.9	4.9
1301-1500	4.3	6.3	18.2	9.8	2.2	3.1	5.7	9.1	3.8	3.8	3.8
1501-1700	3.9	5.8	11.3	28.4	2.8	2.7	5.3	19.5	2.8	2.8	2.8
1701-1900	8.8	1.5	18.5	4.4	8.3	8.8	1.3	5.8	8.5	8.5	8.5
1901 +	3.7	6.9	12.6	31.9	2.2	2.8	6.8	38.1	2.1	2.1	2.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1888	3881	188	1812	378	2749	5287	1118	3119	3119	3119

Q436 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
ALMOST IMPOSSIBLE	11.1	8.0	15.8	9.8	18.1	10.6	8.9	10.4
VERY DIFFICULT	24.5	21.6	28.2	21.2	30.1	24.5	22.6	21.1
DIFFICULT	44.0	44.2	31.2	41.6	37.4	46.3	44.1	40.1
NOT DIFFICULT	19.5	25.8	32.8	27.0	14.0	17.6	23.9	27.5
DONT KNOW	1.0	1.0	0	0.9	0.4	1.1	1.0	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q437 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET PART-TIME JOB IN YOUR COMMUNITY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
ALMOST IMPOSSIBLE	4.1	3.0	10.3	0.1	7.6	3.2	3.4	6.5
VERY DIFFICULT	8.4	8.1	16.7	8.4	12.8	7.3	8.2	9.1
DIFFICULT	33.0	28.5	24.3	31.0	37.0	32.6	30.1	30.4
NOT DIFFICULT	53.0	59.5	47.5	52.0	42.1	56.1	57.5	52.3
DONT KNOW	0.7	0.9	1.1	1.8	0.7	0.8	0.8	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q438 - WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
SCHOOL	65.4	70.0	44.1	30.9	76.0	74.8	88.7	32.0
WORKING	60.0	72.6	85.2	90.3	62.7	89.1	88.8	89.9
DOING NOTHING	1.1	0.6	2.6	0.9	0.7	0.7	0.8	1.1
OTHER	11.6	9.2	19.4	14.9	10.8	14.1	9.9	15.3
JOINING MILITARY	23.2	0.8	0	0.5	12.4	0.1	7.4	0.5
--TOTAL--								
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

QUESTION PERMITTED AS MANY AS 5 RESPONSES

Q439 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
---RESPONSES								
SAME JOB	41.3	51.2	55.4	77.1	38.6	44.4	49.6	75.4
DIFFERENT JOB	57.0	47.5	42.8	21.9	61.4	55.2	49.7	23.5
DONT KNOW	1.7	1.3	1.8	1.0	0	0.5	1.4	0.4
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	568	1876	81	965	102	1233	2444	986
								1335

Q440 - (IF Q438=JOIN MILITARY) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	28.2	40.3	0	18.0	40.3	100.0	29.1	18.0	43.0			
ARMY	29.9	30.2	0	48.2	44.4	0	29.9	48.2	41.9			
COAST GUARD	0.7	7.0	0	33.3	0	0	1.1	33.3	0			
MARINE CORPS	21.5	5.4	0	0	7.0	0	20.3	0	7.1			
NAVY	16.9	14.7	0	0	7.7	0	16.7	0	7.3			
DONT KNOW	2.3	2.4	0	0	0	0	2.3	0	0			
REFUSED	0.6	0	0	0	0	0	0.6	0	0			
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	393	20	0	6	53	3	419	6	50			

--RESPONSES



Q441 - (IF Q438=JOIN MILITARY) WHAT TYPE OF SERVICE WOULD THAT BE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)			
ACTIVE DUTY	73.7	40.5	0	18.6	57.9	60.9	71.2	18.6	58.1						
RESERVES	14.4	46.8	0	17.3	32.5	39.1	16.7	17.3	32.8						
NATL GUARD	11.0	12.7	0	64.1	1.1	0	11.2	64.1	1.0						
DONT KNOW	0.9	0	0	0	8.5	0	0.9	0	8.0						
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0						
--COUNT--	383	25	0	0	53	3	408	6	56						

--RESPONSES

Q442 - (IF Q438=JOIN MILITARY) WHICH BRANCH WOULD BE YOUR SECOND CHOICE ?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
AIR FORCE	18.6	32.0	0	34.7	24.9	0	19.6	34.7	23.6	23.6	0	0
ARMY	27.6	17.1	0	0	23.1	0	26.8	0	21.9	21.9	0	0
COAST GUARD	2.6	9.6	0	0	6.7	0	3.1	0	6.3	6.3	0	0
MARINE CORPS	19.0	3.0	0	13.4	8.0	0	17.9	13.4	7.5	7.5	0	0
NAVY	16.0	28.6	0	18.6	22.9	39.1	16.9	18.6	23.8	23.8	0	0
NONE	15.0	9.7	0	33.3	10.6	66.9	14.6	33.3	13.4	13.4	0	0
DONT KNOW	1.3	0	0	0	3.8	0	1.2	0	3.6	3.6	0	0
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0	0
--COUNT--	383	25	0	0	53	3	408	6	50	50	0	0

Q443 - (IF Q438=JOIN MILITARY) WHAT TYPE OF SERVICE WOULD THAT (YOUR SECOND CHOICE) BE?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ACTIVE DUTY	72.1	31.0	0	27.9	64.5	0	27.9	62.8
RESERVES	17.0	47.0	0	0	29.9	100.0	0	31.8
NATL GUARD	10.7	22.1	0	72.1	3.9	0	72.1	3.8
DONT KNOW	0.1	0	0	0	1.6	0	0	1.6
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--COUNT--	325	23	0	4	45	1	4	46

--RESPONSES

Q501 - HOW LIKELY ARE YOU TO WORK AS WAITRESS/LABORER?

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
DEFINITELY	5.4	5.6	4.7	8.6	3.7	3.5	5.1	8.2	3.5
PROBABLY	36.2	18.9	35.5	18.2	27.1	16.4	24.0	19.7	17.7
PROBABLY NOT	34.4	41.0	38.2	32.3	28.5	31.8	39.1	32.9	31.4
DEFINITELY NOT	23.8	34.9	26.8	46.8	46.8	49.3	31.6	39.0	47.4
DONT KNOW	0.2	0.2	0.8	0.1	0	0.0	0.2	0.2	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2009	5478	1180	3301

Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

-----MARKET-----										MARKET-----		
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	
--RESPONSES												
DEFINITELY	3.6	4.6	7.6	7.7	18.7	18.8			4.2	7.7	18.7	18.7
PROBABLY	29.7	26.3	24.7	26.4	51.3	44.2			27.3	28.8	45.8	45.8
PROBABLY NOT	35.6	38.4	32.1	32.3	26.3	38.8			37.6	32.3	29.6	29.6
45 DEFINITELY NOT	38.9	38.7	35.6	39.6	11.7	15.8			38.8	39.2	14.6	14.6
DONT KNOW	8.2	8.2	8	8	8	8.1			8.2	8	8.1	8.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8			188.8	188.8	188.8	188.8
--COUNT--	1887	3811	118	1878	392	288			6478	1188	3381	3381

Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

		-----MARKET-----				-----MARKET-----				
		YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES										
DEFINITELY		14.9	6.4	2.8	6.3	9.6	6.2	4.7	6.5	1.3
PROBABLY		55.6	3.5	45.5	1.9	51.6	1.7	18.8	5.8	7.5
PROBABLY NOT		26.6	39.9	32.9	31.9	24.1	26.5	34.1	32.6	21.6
47	DEFINITELY NOT	9.3	55.9	18.6	65.6	15.4	77.5	42.6	61.3	76.1
	DONT KNOW	6.1	6.3	6.8	6.3	6	6.6	6.3	6.3	6.6
	--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
	--COUNT--	1667	3811	116	1676	392	2969	5478	1166	3361

Q504 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES								
DEFINITELY	2.8	3.1	6.3	5.9	3.5	4.7	3.8	4.6
PROBABLY	23.4	23.6	26.2	16.5	34.3	35.8	23.6	35.6
PROBABLY NOT	33.9	37.8	24.2	29.2	29.4	32.1	36.6	31.8
DEFINITELY NOT	39.7	35.3	42.5	48.4	32.9	27.3	36.6	28.0
DONT KNOW	6.1	6.2	6.8	6.1	6	6.1	6.2	6.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	116	1676	392	2969	5478	3361

Q505 - HOW LIKELY ARE YOU TO SERVE IN NATIONAL GUARD?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	3.2	0.1	2.8	0.4	2.0	0.0	1.0	0.0
PROBABLY	26.5	3.0	38.5	3.4	23.7	0.8	10.6	3.5
PROBABLY NOT	39.7	39.0	30.7	31.9	41.9	20.2	39.2	22.0
DEFINITELY NOT	30.1	56.8	28.1	64.1	32.5	78.9	48.9	73.4
DONT KNOW	0.5	0.3	0	0.2	0	0.1	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180

--RESPONSES



Q506 - (IF Q505=YES) SPECIFY BRANCH OF THE NATIONAL GUARD?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
AIR NATL GUARD	39.6	29.7	15.3	37.4	51.7	14.6	36.5	25.9	44.3							
ARMY NATL GUARD	58.9	66.7	80.3	60.6	46.5	81.5	60.8	70.9	53.3							
DONT KNOW	2.0	3.6	4.4	1.8	0.9	4.4	2.3	3.1	1.6							
REFUSED	0.5	0	0	0	1.0	0	0.4	0	0.8							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	518	151	45	38	99	25	669	83	124							

--RESPONSES

57

-----MARKET-----

**--RESPONSES**

Q500 - (IF Q507=YES)---SPECIFY BRANCH OF RESERVES

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
---RESPONSES																
AIR FORCE RESERVE	32.0	26.9	29.4	20.2	41.2	34.4	30.9	25.2	39.7							
ARMY RESERVE	37.7	43.6	42.3	41.9	34.3	34.2	39.0	42.1	34.3							
C.G. RESERVE	4.6	10.2	4.4	11.0	3.4	16.1	5.8	7.4	5.8							
5 MARINE RESERVE	13.5	10.1	21.3	8.9	5.9	2.2	12.7	15.6	5.2							
NAVAL RESERVE	10.4	8.7	2.6	10.0	13.6	11.7	10.0	5.9	13.2							
DONT KNOW	1.8	0.7	0	8.0	1.6	2.4	1.6	3.7	1.7							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	720	207	54	41	160	40	927	95	212							

MARKET-----

110657

Q610 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

DEFINITELY	7.1	0	5.5	0	0.0	0	2.1	0.0
PROBABLY	42.4	0	43.3	0	42.8	0	12.0	5.1
PROBABLY NOT	26.3	39.0	28.5	28.8	26.4	19.7	35.2	20.5
DEFINITELY NOT	24.1	60.0	22.7	70.9	24.0	80.2	49.8	73.5
DONT KNOW	0.2	0.3	0	0.3	0.2	0.1	0.3	0.1
REFUSED	0	0	0	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	3301

Q511 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	8.8	0	1.1	0	7.8	0	2.6	0.1	0.1	0.1	0.9	0.9
PROBABLY	41.4	0	54.9	0	47.2	0	12.3	4.9	4.9	4.9	5.8	5.8
PROBABLY NOT	29.8	40.6	17.9	29.5	27.7	20.8	37.4	28.5	28.5	28.5	21.6	21.6
DEFINITELY NOT	19.9	59.1	20.1	70.2	17.3	79.1	47.5	66.2	66.2	66.2	71.8	71.8
DONT KNOW	0.1	0.3	0	0.2	0	0.1	0.2	0.2	0.2	0.2	0.1	0.1
REFUSED	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	1180	1180	3301	3301

**Q612 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?**

-----MARKET-----										MARKET-----	
YOUNG MALES				OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES	
POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	
5	6	5.5	0	4.7	0	3.1	0	1.0	0.4	0.4	
		20.0	0	33.6	0	22.0	0	0.0	3.0	2.0	
		33.1	35.4	20.2	27.1	37.5	19.0	34.7	27.2	21.2	
		32.4	04.4	33.5	72.7	37.2	01.0	54.0	09.2	75.0	
		0.2	0.2	0	0.2	0.2	0.1	0.2	0.2	0.1	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		1007	3011	110	1070	392	2909	5470	1100	3301	

Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	4.4	0	3.4	0	3.5	0	1.3	0.4
PROBABLY	31.3	0	32.5	0	34.0	0	9.3	4.0
PROBABLY NOT	32.0	36.0	39.1	28.2	32.4	19.0	35.3	21.2
DEFINITELY NOT	31.9	63.1	25.0	71.0	30.1	80.3	53.8	74.3
DONT KNOW	0.4	0.2	0	0.2	0	0.1	0.3	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	3301

--RESPONSES

57 DEFINITELY NOT



Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
DEFINITELY	34.9	47.2	12.1	10.2	49.4	52.5	43.5	10.3
PROBABLY	37.7	26.6	47.9	33.9	37.2	27.5	29.9	35.1
PROBABLY NOT	18.3	16.1	24.8	35.0	9.9	14.4	16.7	34.1
DEFINITELY NOT	8.7	10.2	15.3	20.4	3.5	5.4	9.7	20.0
DONT KNOW	0.4	0.0	0	0.5	0	0.1	0.1	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2009	5478	1180
								3301

--RESPONSES

58

Q616 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES								
DEFINITELY	16.6	12.7	13.2	8.8	13.3	9.6	13.8	10.0
PROBABLY	44.3	31.6	49.4	39.8	43.0	29.2	35.4	30.9
PROBABLY NOT	27.5	36.0	24.9	34.3	29.3	38.0	33.5	37.0
DEFINITELY NOT	10.8	19.3	12.5	16.4	14.5	22.7	16.8	21.7
DONT KNOW	0.8	0.3	0	0.7	0	0.5	0.5	0.4
REFUSED	0	0	0	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2009	5478	3301

Q516 - HOW LIKELY IS IT THAT YOU WILL BE A FULLTIME HOMEMAKER?

	-----MARKET-----		MARKET-----	
	FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL PROPENSITY (PCT)	
--RESPONSES				
DEFINITELY	7.5	5.5	5.7	
PROBABLY	23.0	19.4	19.8	
PROBABLY NOT	30.4	38.6	37.6	
DEFINITELY NOT	38.9	36.0	36.4	
DONT KNOW	0.2	0.4	0.4	
--TOTAL--	100.0	100.0	100.0	
--COUNT--	292	2909	3301	

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCTOBER, 1986?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
SCHOOL - PARTTIME	33.3	50.5	10.1	6.1	43.3	51.4	45.4	6.5
SCHOOL - FULLTIME	10.8	7.4	15.0	5.0	11.7	11.1	8.4	6.7
WORK - PARTTIME	20.3	35.2	62.6	81.2	24.7	25.5	33.2	79.0
WORK - FULLTIME	3.0	2.9	2.9	2.0	2.1	4.3	2.9	2.8
MILITARY SERVICE	19.8	0.1	3.4	0	12.3	0	0.0	0.3
HOMEMAKER	0	0.1	0	0	2.9	5.3	0.1	0
OTHER	3.2	2.2	4.3	2.4	1.0	1.2	2.5	2.5
DONT KNOW	1.0	1.4	0.0	1.0	1.3	1.1	1.5	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3011	110	1070	392	2009	5478	1100
								3301

Q520 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

	-----MARKET-----		-----MARKET-----	
	YOUNG MALES	FEMALES	YOUNG MALES	FEMALES
	POSITIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES				
AIR FORCE	30.1	38.4	30.1	38.4
ARMY	28.6	24.8	28.6	24.8
MARINES	21.0	13.6	21.0	13.6
NAVY	17.6	21.3	17.6	21.3
DONT KNOW	2.7	1.9	2.7	1.9
--TOTAL--	100.0	100.0	100.0	100.0
--COUNT--	788	167	788	167

Q521 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

-----MARKET-----

-----MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG	OLDER	FEMALES
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	MALES	MALES					
									TOTAL (PCT)	TOTAL (PCT)					
--RESPONSES															
WITHIN 6 MOS	11.3	5.9	9.7	8.1	9.9	4.8			8.4	8.5	6.5				
6 MOS TO YEAR	13.8	10.4	18.6	10.8	16.1	12.9			12.0	12.5	14.0				
1-2 YEARS	23.1	20.1	22.7	14.8	26.4	18.3			21.5	16.5	21.1				
> 2 YEARS	51.7	62.8	48.1	63.4	47.3	62.4			57.6	60.0	57.2				
REFUSED	0.1	0.9	1.0	3.0	0.4	1.6			0.5	2.5	1.2				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0				
--COUNT--	1667	1823	110	386	392	742			3490	496	1134				

--RESPONSES

Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE  
IN THE MILITARY IN THE NEXT FEW YEARS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
LOWEST(0)	4.3	37.5	15.4	57.0	3.8	59.2	27.6	53.3
1	1.6	12.3	4.2	10.1	1.6	10.6	9.1	9.6
2	3.3	12.6	6.7	10.8	3.7	8.9	9.8	10.4
3	6.1	11.4	5.8	5.2	5.2	7.6	9.8	5.2
4	9.6	9.5	8.6	5.1	7.7	5.7	9.6	5.4
5	21.4	10.6	30.9	7.8	21.7	5.2	13.8	9.8
6	10.0	3.4	8.3	1.4	14.1	1.4	5.4	2.0
7	14.5	1.8	11.6	1.2	13.9	0.8	5.6	2.2
8	12.7	0.4	5.1	0.6	12.5	0.4	4.1	1.6
9	5.9	0.2	0.9	0.1	5.6	0.1	1.9	0.2
HIGHEST(10)	10.6	0.1	2.5	0.5	10.1	0.2	3.2	0.7
REFUSED	0	0.1	0	0.2	0	0.0	0.1	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q523-BEFORE TODAY, HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

	--MARKET--						--MARKET--		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
YES	86.0	56.4	79.7	57.5	81.3	36.3	63.7	59.5	41.1
NO	14.0	43.6	19.5	42.4	18.7	63.6	36.3	40.3	58.8
DONT KNOW	0	0	0.8	0.2	0	0.1	0	0.2	0.1
OR --TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1274	3785	110	1064	339	2906	5059	1174	3245



Q524 - (IF Q523=YES) HOW SERIOUSLY DID YOU CONSIDER JOINING THE  
MILITARY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
VERY SERIOUSLY	39.7	17.9	38.6	32.9	39.2	14.9	26.6	33.5
SOMEWHAT SERIOUSLY	36.9	30.7	33.5	23.6	37.6	23.4	33.2	24.3
SLIGHTLY SERIOUSLY	19.0	33.4	23.2	31.7	18.5	38.8	27.6	30.7
NOT SERIOUSLY	4.3	17.9	4.7	12.2	5.4	22.8	12.5	11.3
MISSING	0	0	0	0	0	0.1	0	0
DONT KNOW	0.1	0	0	0	0	0	0.0	0
REFUSED	0.0	0	0	0.3	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1486	2197	88	619	336	1051	3683	707

Q551 - WHAT IS THE STARTING MONTHLY PAY, BEFORE TAXES, FOR AN ENLISTED PERSON?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES---												
\$100-\$274	7.9	9.4	5.7	6.7	11.4	7.9	9.0	6.6	8.3			
\$275-\$374	8.0	7.5	5.4	5.8	5.3	6.5	7.7	5.8	6.4			
\$375-\$474	8.6	8.9	14.1	8.5	7.5	6.0	8.8	9.0	6.2			
\$475-\$574	16.7	15.0	10.3	10.4	11.4	13.1	15.5	10.4	12.9			
\$575-\$674	8.2	7.7	11.3	9.2	6.3	5.6	7.8	9.4	5.7			
\$675-\$774	3.5	3.2	5.9	5.8	4.6	2.7	3.3	5.8	3.0			
\$775-\$874	5.3	6.0	4.5	11.8	4.1	4.5	5.8	11.2	4.4			
OVER \$874	14.1	15.5	23.2	20.2	8.8	16.2	15.0	20.5	15.4			
MISSING	0.1	0.1	0	0.1	0	0	0.1	0.1	0			
DONT KNOW	27.4	26.7	19.7	21.3	40.5	37.1	26.9	21.1	37.5			
REFUSED	0.1	0.1	0	0.1	0	0.3	0.1	0.1	0.3			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301			

Q552 - (IF Q551=DK) WHAT IS YOUR BEST GUESS (OF STARTING PAY)?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
8.3	8.3	8.5	3.7	3.4	10.5	6.8	8.4	7.3
\$100-\$274	8.3	8.5	3.7	3.4	10.5	6.8	8.4	7.3
\$275-\$374	6.0	8.0	0	3.1	10.1	5.2	7.4	5.8
\$375-\$474	6.8	7.2	0	6.1	6.8	4.7	7.1	5.0
\$475-\$574	10.0	8.8	14.0	5.5	8.3	9.5	9.1	9.4
\$575-\$674	6.5	4.6	7.6	11.0	4.6	5.4	5.2	5.3
\$675-\$774	1.2	2.9	0	2.8	2.8	2.4	2.4	2.4
\$775-\$874	4.0	4.6	19.9	7.9	3.5	5.6	4.4	5.3
OVER \$874	17.5	16.6	3.9	20.3	10.4	14.1	16.9	13.7
MISSING	0.4	0.1	0	0	0	0.2	0.2	0.2
DONT KNOW	39.0	37.9	50.9	39.1	43.1	45.1	38.2	44.8
REFUSED	0.4	0.7	0	0.8	0	1.0	0.6	0.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	462	1034	22	225	161	1104	1496	1265

--RESPONSES

00

Q553 - DID YOU INCLUDE BENEFITS SUCH AS FOOD, HOUSING & MEDICAL  
BENEFITS (IN YOUR ESTIMATE OF STARTING PAY)?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD TOTAL (PCT)
YES	31.6	24.4	23.3	20.1	30.0	19.2	26.5	20.4
NO	68.3	75.6	76.7	79.9	70.0	80.7	73.5	79.6
REFUSED	0.0	0	0	0	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1486	3401	99	979	325	2391	4887	1078
								2716

--RESPONSES

Q554 - KNOWING PAY IS \$575, HOW LIKELY ARE YOU TO SERVE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	10.8	0.2	2.8	0.1	13.4	0.2	5.1	0.3
PROBABLY	50.8	6.3	43.8	3.2	61.9	4.1	21.4	6.8
PROBABLY NOT	21.0	45.1	28.1	31.0	20.8	31.5	37.9	30.8
DEFINITELY NOT	5.4	48.4	24.5	65.6	3.9	64.1	35.6	61.9
REFUSED	0	0.0	0.0	0.1	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

70

Q555 - DOES ANY SERVICE PAY A CASH BONUS FOR ENLISTING?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	27.4	27.1	39.1	34.8	20.3	18.1	27.2	35.2
NO	58.9	61.4	47.6	55.8	59.5	65.9	60.7	55.1
DONT KNOW	13.7	11.5	13.2	9.4	20.2	16.0	12.1	9.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	948	2210	62	638	209	1684	3158	700
								1893

--RESPONSES

Q556 - WHICH SERVICES OFFER A CASH BONUS FOR ENLISTING?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
AIR FORCE	41.0	33.9	23.4	47.5	27.6	30.7	36.0	30.3
ARMY	61.7	66.1	69.3	63.3	47.6	53.9	64.8	53.1
MARINE CORPS	41.6	37.1	25.4	43.8	33.7	28.7	38.4	29.3
NAVY	34.8	33.9	23.0	44.1	18.7	29.8	34.1	28.4
72								
---TOTAL---	QUESTIONS PERMITTED AS MANY AS 4 RESPONSES							
---COUNT---	266	599	24	221	40	307	865	347

--RESPONSES

---TOTAL---

---COUNT---

Q657 - (IF Q656>=2 SVCS) WHICH SERVICE PAYS THE BIGGEST BONUS?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	28.4	17.6	12.4	17.7	6.6	18.7	21.0	17.4
ARMY	17.7	16.6	11.4	6.7	4.4	17.0	16.9	6.0
MARINES	12.4	13.3	12.5	11.4	10.7	9.7	13.0	11.5
NAVY	6.1	9.0	0	11.2	20.8	9.9	8.1	10.5
SAME	29.4	35.9	48.7	36.5	57.5	40.9	33.8	37.3
DONT KNOW	6.1	7.6	15.0	17.5	0	3.8	7.2	17.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	122	250	8	102	14	101	372	110

--RESPONSES







Q560 - WHICH SERVICES PAY FOR COLLEGE/TRAINING AFTER DISCHARGE?

-----MARKET-----													MARKET-----	
YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES	OLDER MALES	FEMALES
POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES														
AIR FORCE														
54.8		49.0		57.1		65.0		56.8		48.5		50.7	64.2	49.5
ARMY														
85.3		82.5		80.1		82.9		80.4		71.3		83.4	82.6	72.4
MARINE CORPS														
40.2		46.3		51.8		50.0		42.2		41.9		44.4	50.1	42.0
NAVY														
46.6		46.7		50.3		61.0		49.6		42.9		46.7	59.9	43.7
-----QUESTIONS PERMITTED AS MANY AS 4 RESPONSES-----														
--TOTAL--														
478		1094		34		266		90		708		1572	300	798
--COUNT--														

Q561 - WHICH SERVICES OFFER THE LARGEST EDUCATIONAL BENEFITS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
AIR FORCE	23.5	15.6	51.6	18.3	26.0	9.0	18.1	21.4
ARMY	19.3	26.9	10.2	19.7	20.9	24.1	24.4	18.8
MARINES	1.3	5.5	9.4	1.7	5.0	7.0	4.1	2.4
NAVY	5.9	3.9	0	5.0	4.0	5.7	4.5	4.5
SAME	45.8	41.6	28.7	51.4	37.0	47.9	42.9	49.3
DONT KNOW	4.3	6.7	0	3.4	7.2	6.3	5.9	3.1
REFUSED	0	0	0	0.5	0	0	0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	285	623	19	177	50	350	908	190
								412

--RESPONSES



Q001 - WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
AIR FORCE	59.3	61.1	56.8	54.2	55.0	59.0	60.6	54.4
ARMY	70.9	73.1	68.0	72.1	73.5	73.3	72.4	71.7
COAST GUARD	19.6	26.9	22.1	24.1	14.4	18.6	24.7	24.0
MARINES	67.1	61.8	59.8	57.6	52.4	57.7	60.4	57.8
NAVY	48.6	55.6	43.3	52.0	54.4	53.3	53.5	51.3
GUARD/RESERVES	23.8	29.7	35.0	32.7	22.1	24.7	27.9	32.9
ALL SERVICES	15.2	20.3	18.4	18.1	9.2	13.3	18.8	18.1
QUESTION PERMITTED AS MANY AS 7 RESPONSES								
--TOTAL--	1667	3811	110	1070	392	2909	5478	1180
--COUNT--								3301

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q602 - THE AIR FORCE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSNSY (PCT)	NEGATIVE PROPSNSY (PCT)	POSITIVE PROPSNSY (PCT)	NEGATIVE PROPSNSY (PCT)	POSITIVE PROPSNSY (PCT)	NEGATIVE PROPSNSY (PCT)	POSITIVE PROPSNSY (PCT)	NEGATIVE PROPSNSY (PCT)
YES	19.9	18.7	13.9	18.4	21.5	18.3	19.1	18.0
NO	20.3	19.9	29.3	27.2	23.2	22.5	20.1	22.5
MENTIONED IN Q601	59.4	61.1	56.8	54.2	55.0	59.0	60.8	54.5
MISSING	0.1	0.1	0	0.1	0.4	0.0	0.1	0.1
DONT KNOW	0.3	0.2	0	0	0	0.2	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1069	392	2909	5477	1179
								3301

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q603 - THE ARMY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	17.7	15.1	16.1	13.5	14.5	14.3	15.9	14.3
NO	11.3	11.7	15.8	14.3	11.9	12.3	11.5	12.3
MENTIONED IN Q601	70.9	73.1	68.0	72.2	73.5	73.3	72.5	73.3
MISSING	0.1	0.2	0	0	0	0.0	0.1	0.0
DONT KNOW	0	0.0	0	0	0	0.0	0.0	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1069	392	2909	5477	3301

--RESPONSES



DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q004 - THE COAST GUARD?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	19.8	17.8	22.1	21.3	23.0	19.5	18.4	21.4
NO	60.6	55.1	54.2	54.4	61.9	61.5	58.7	54.3
MENTIONED IN Q001	19.6	26.9	22.1	24.2	14.4	18.6	24.7	24.0
MISSING	0.0	0.1	0	0.1	0.3	0.1	0.1	0.1
DONT KNOW	0.0	0.1	1.6	0.1	0.3	0.2	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1888	3811	110	1089	392	2909	5477	1179
								3301

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q665 - THE MARINE CORPS?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
YES	22.4	19.1	18.5	17.6	21.6	17.7	20.1	17.7	18.2
NO	20.5	18.9	21.8	24.8	25.4	24.4	19.4	24.4	24.6
MENTIONED IN Q661	57.1	61.8	59.8	57.7	52.4	57.7	60.4	57.9	57.1
MISSING	0	0.1	0	0	0	0.1	0.1	0	0.0
DONT KNOW	0	0.0	0	0.1	0.6	0.1	0.0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1059	392	2908	5477	1179	3300

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q006 - THE NAVY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG MALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)

--RESPONSES

YES	22.5	17.8	19.6	16.5	20.0	17.3	19.2	16.7	17.6
NO	28.6	26.4	37.1	31.4	25.6	29.2	27.1	31.9	28.8
MENTIONED IN Q001	48.7	55.6	43.3	52.1	54.4	53.3	53.5	51.3	53.5
MISSING	0.1	0.1	0	0	0	0	0.1	0	0
DONT KNOW	0.1	0.1	0	0	0	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1069	392	2908	5477	1179	3300

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q007 - THE NATIONAL GUARD/RESERVES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	36.3	31.2	26.4	30.9	30.8	27.1	32.7	30.5
NO	39.8	38.6	37.8	36.1	46.8	47.9	39.0	36.3
MENTIONED IN Q001	23.8	29.7	35.0	32.8	22.1	24.7	27.9	33.0
MISSING	0	0.0	0	0.1	0	0.0	0.0	0.1
DONT KNOW	0.1	0.5	0.8	0.1	0.3	0.2	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1069	392	2909	5477	1179
								3301

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q608 - ONE AD FOR ALL THE SERVICES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
YES	39.7	39.9	39.1	35.6	42.2	37.1	39.9	37.7
NO	44.8	39.5	42.5	46.1	48.4	49.5	41.1	49.3
MENTIONED IN Q601	15.2	20.3	18.4	18.1	9.2	13.3	18.8	12.8
MISSING	0.1	0.1	0	0.2	0	0	0.1	0
DONT KNOW	0.1	0.1	0	0.1	0.3	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1666	3811	110	1069	392	2909	5477	3301

--RESPONSES

Tables for question 609A--609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q610 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)

--RESPONSES

AIR FORCE	8.8	7.8	12.1	10.8	11.5	10.4	8.1	10.9	10.6
ARMY	33.6	32.9	30.9	30.2	32.5	35.5	33.1	30.3	35.1
MARINES	12.8	13.2	11.1	8.7	17.2	12.6	13.1	8.9	13.2
NAVY	32.3	34.2	29.1	35.7	23.1	23.6	33.6	35.1	23.5
ALL 4-SAME AD	6.7	6.4	10.4	6.2	7.0	7.4	6.5	6.6	7.3
MISSING	1.2	0.4	0	0.8	0.2	0.5	0.6	0.7	0.5
DONT KNOW	4.6	5.0	6.4	7.4	8.4	10.0	4.9	7.3	9.8
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301

Q0611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE BLANK#?"

-----MARKET-----										-----MARKET-----		
--RESPONSES	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	2.3	1.9		2.6	2.4		3.5	3.7		2.0	2.5	3.7
ARMY	6.2	3.4		3.1	2.8		7.7	5.9		4.2	2.9	6.1
MARINES	80.2	86.3		74.9	84.4		63.6	73.3		84.5	83.6	72.1
NAVY	3.6	2.6		7.1	2.2		10.0	5.2		2.9	2.6	5.8
ALL 4-SAME AD	2.6	1.3		1.5	1.9		5.9	2.7		1.7	1.9	3.1
MISSING	0.6	1.0		1.6	0.5		0.3	0.6		0.9	0.6	0.6
DONT KNOW	4.6	3.5		9.3	5.6		8.9	8.6		3.8	6.6	8.7
REFUSED	0	0.0		0	0.1		0	0		0.0	0.1	0
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0	100.0
--COUNT--	1667	3811		110	1070		392	2909		5478	1180	3301



Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDER MALES	
													TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)
90																
NAVY																
ALL 4-SAME AD																
MISSING																
DONT KNOW																
REFUSED																
--TOTAL--																
--COUNT--																
AIR FORCE	4.2	4.1	8.6	8.6	8.9	8.0	4.6	4.1	7.0	5.0	5.0	5.0	4.1	7.0	5.0	5.0
ARMY	77.7	78.0	71.9	68.4	73.1	74.9	74.7	77.9	68.7	74.7	74.7	77.9	77.9	68.7	74.7	74.7
MARINES	5.3	5.2	6.7	5.8	2.9	3.8	3.7	5.2	5.8	3.7	3.7	5.2	5.2	5.8	3.7	3.7
90	4.5	4.5	3.4	6.6	6.3	6.1	6.1	4.5	6.3	6.1	6.1	4.5	4.5	6.3	6.1	6.1
ALL 4-SAME AD	5.0	5.0	2.3	4.4	6.0	6.4	6.4	5.0	4.2	6.4	6.4	5.0	5.0	4.2	6.4	6.4
MISSING	1.0	0.7	0	1.4	0.7	0.8	0.8	0.8	1.3	0.8	0.8	0.8	0.8	1.3	0.8	0.8
DONT KNOW	2.2	2.4	7.2	6.5	3.0	3.4	3.4	2.4	6.5	3.4	3.4	2.4	2.4	6.5	3.4	3.4
REFUSED	0	0.0	0	0.1	0	0	0	0.0	0.1	0	0	0.0	0.0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	2909	5478	1180	3301	3301	5478	5478	1180	3301	3301

Q613 - WHO USES THE SLOGAN, "BLANK, A GREAT WAY OF LIFE"?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	OLDER MALES TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES												
AIR FORCE	24.4	20.8	24.4	16.6	21.6	17.9				17.3	21.9	18.4
ARMY	26.0	27.4	35.7	25.1	16.6	25.5				26.0	27.0	24.4
MARINES	9.3	7.3	4.7	5.0	10.4	9.2				5.0	7.9	9.4
NAVY	20.0	22.6	20.9	25.8	16.8	19.4				25.4	21.8	19.1
ALL 4-SAME AD	9.3	9.6	1.5	7.7	12.1	8.6				7.1	9.5	9.0
MISSING	0.6	0.7	1.0	0.4	1.0	0.4				0.5	0.6	0.5
DONT KNOW	10.5	11.6	11.8	19.3	21.5	19.0				18.7	11.3	19.3
REFUSED	0	0.0	0	0.1	0	0				0.1	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2009				1180	5478	3301

Q613A - WHO USES THE SLOGAN, "WERE LOOKING FOR A FEW GOOD MEN"?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
AIR FORCE	4.9	4.0	2.0	2.8	7.2	5.9	4.3	2.7
ARMY	14.5	14.1	10.1	14.9	22.9	21.5	14.2	15.0
MARINES	59.2	59.7	67.8	68.0	35.1	35.7	59.5	68.0
NAVY	8.0	8.0	4.0	4.1	13.8	12.0	8.0	4.0
ALL 4-SAME AD	5.2	4.9	1.9	3.3	6.8	7.4	5.0	3.2
MISSING	0.8	0.9	0.8	0.7	0.6	0.6	0.9	0.7
DONT KNOW	6.8	7.8	7.3	6.0	13.5	16.3	7.5	6.1
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

92

Q814 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

-----MARKET-----										-----MARKET-----	
--RESPONSES	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	10.8	9.6	14.3	10.1	7.1	9.6	9.9	10.4	9.2		
ARMY	40.1	38.1	33.8	39.4	32.3	30.1	38.7	38.9	30.4		
MARINES	6.4	7.1	7.0	5.7	14.2	9.3	6.9	5.8	9.9		
NAVY	16.0	13.2	17.8	13.4	15.8	14.4	14.0	13.8	14.6		
ALL 4-SAME AD	16.9	18.8	9.6	13.0	14.0	16.2	18.2	12.6	16.0		
MISSING	0.2	0.6	2.1	1.0	0	0.4	0.5	1.1	0.4		
DONT KNOW	9.5	12.6	15.6	17.4	16.7	20.0	11.7	17.2	19.6		
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1067	3611	110	1070	392	2909	6478	1180	3301		

Q615 - WHO USES THE SLOGAN, "AIM HIGH. BLANK#?"

-----MARKET-----

-----MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES				OLDER MALES				FEMALES			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES
AIR FORCE	88.8	87.0	77.7	80.8	78.6	74.3	87.5	80.6	74.8				87.5	80.6	74.8						87.5	80.6	74.8	
ARMY	3.3	2.8	7.6	2.9	6.3	5.6	3.0	3.3	5.7				3.0	3.3	5.7						3.0	3.3	5.7	
MARINES	1.9	2.0	2.3	3.4	3.8	4.8	2.0	3.3	4.7				2.0	3.3	4.7						2.0	3.3	4.7	
NAVY	1.7	2.0	3.9	2.9	2.5	4.4	2.3	3.0	4.1				2.3	3.0	4.1						2.3	3.0	4.1	
ALL 4-SAME AD	1.1	1.1	3.9	1.0	1.0	2.2	1.1	1.3	2.1				1.1	1.3	2.1						1.1	1.3	2.1	
MISSING	0.4	0.8	1.0	0.7	0.2	0.3	0.7	0.7	0.3				0.7	0.7	0.3						0.7	0.7	0.3	
DONT KNOW	2.8	3.6	3.6	8.2	7.6	8.5	3.4	7.7	8.4				3.4	7.7	8.4						3.4	7.7	8.4	
REFUSED	0	0.0	0	0.1	0	0.0	0.0	0.1	0.0				0.0	0.1	0.0						0.0	0.1	0.0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0						100.0	100.0	100.0	
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301				5478	1180	3301						5478	1180	3301	

--RESPONSES

Q818 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
YES	77.3	74.3	74.0	72.5	75.2	72.7		
NO	22.5	25.0	25.3	27.3	24.7	27.0		
DONT KNOW	0.1	0.2	0.7	0.2	0.2	0.3		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1067	3811	392	2908	5478	3300		

AD-A169 245

YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1988

2/5

SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

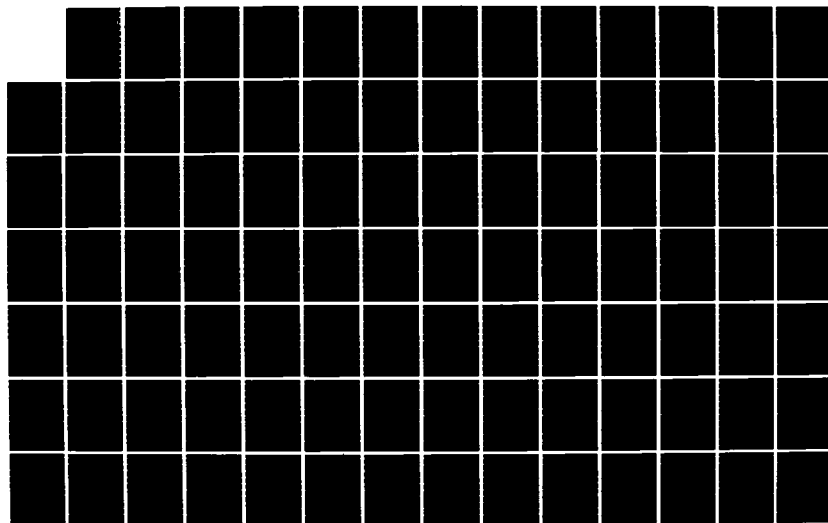
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Q617 - (IF Q618=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINE/NEWSPAPER/BILLBOARD ADS?

-----MARKET-----

-----MARKET-----

--RESPONSES	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES
ARMY	64.9	64.4	72.1	67.0	64.5		67.7	
NAVY	32.2	34.7	31.0	31.2	33.9		31.2	
AIR FORCE	49.3	46.0	44.4	38.3	47.0		39.0	
MARINES	47.3	43.2	42.0	40.1	44.5		40.3	
COAST GUARD	5.9	6.3	3.9	5.2	6.2		5.1	
ALL ACTIVE	19.3	21.5	11.4	16.2	20.9		15.6	
ARMY NG	4.4	3.5	1.4	3.4	3.8		3.1	
ARMY RESERVE	3.1	2.0	1.0	2.0	2.7		1.9	
NAVY RESERVE	1.0	0.8	0.2	0.2	0.9		0.2	
AIR NG	1.5	1.1	1.1	1.4	1.2		1.3	
AIR FORCE RESERVE	0.9	1.0	1.1	0.8	0.9		0.8	
MARINE RESERVE	0.9	0.5	0.5	0.5	0.6		0.5	
ALL RESERVE/NG	3.8	5.3	2.5	3.8	4.8		3.7	

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

---COUNT--- 1292 2856 290 2098 4148 2388

Q618 - SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

-----MARKET----- MARKET-----

	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	85.8	86.4	83.1	85.2	86.2	85.8		
NO	14.0	13.4	16.3	14.6	13.6	14.8		
DONT KNOW	0.2	0.2	0.7	0.2	0.2	0.3		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1667	3811	392	2908	5478	3300		

Q019 - (IF Q018=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADS?

--RESPONSES	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES TOTAL (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)
ARMY	65.8	60.9	68.7	66.0	62.3	66.3		
NAVY	42.8	40.2	41.0	39.1	41.0	39.3		
AIR FORCE	53.5	47.2	48.8	44.7	49.1	45.1		
MARINES	51.4	48.8	48.5	45.5	49.5	45.8		
COAST GUARD	10.6	12.4	8.5	9.2	11.9	9.1		
ALL ACTIVE	28.3	35.4	24.2	27.8	33.3	27.4		
ARMY NAT GUARD	7.3	6.4	5.3	3.5	6.6	3.7		
ARMY RESERVE	3.3	4.5	1.8	3.2	4.1	3.0		
NAVAL RESERVE	0.9	1.6	0.7	1.0	1.4	1.0		
AIR NG	2.3	2.7	0.6	1.6	2.6	1.4		
AIR FORCE RESERVE	1.4	1.0	0.7	0.8	1.6	0.8		
MARINE RESERVE	1.2	1.3	0.4	0.8	1.3	0.7		
ALL RESERVE/NG	7.6	8.8	4.8	5.8	8.5	5.7		
--TOTAL--	----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----							
--COUNT--	1427	3314	327	2474	4741	2801		

Q626 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	39.9	48.9	20.1	28.5	46.2	27.5		
NO	60.1	51.0	79.9	71.4	53.7	72.4		
DONT KNOW	0.0	0.1	0	0.2	0.1	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1667	3811	392	2908	6478	3300		

--RESPONSES

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED MAIL?

-----MARKET----- MARKET-----

	YOUNG MALES		FEMALES		YOUNG		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	MALES TOTAL (PCT)	MALES TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

AIR FORCE	35.8	32.3	29.9	28.7	33.2	28.8
ARMY	62.6	63.7	66.3	62.6	63.5	62.4
MARINES	46.9	42.6	14.6	15.5	43.7	15.5
NAVY	31.3	34.8	14.7	17.5	33.9	17.3
ALL SERVICES	8.1	9.3	2.1	6.2	9.6	5.9
NATL GUARD	6.7	6.2	2.1	4.4	6.3	4.2
RESERVES	2.7	4.7	5.6	3.3	4.2	3.5

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL--	674	1858	81	814	2532	895
--COUNT--						

Q622 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	4.9	1.5	5.3	0.7	2.5	1.2		
NO	95.1	98.5	94.7	99.3	97.5	98.7		
DONT KNOW	0.1	0	0	0.0	0.0	0.0		
REFUSED	0	0.0	0	0	0.0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1067	3811	392	2908	5478	3306		

Q623 (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL ABOUT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
AIR FORCE	17.9	32.1	46.2	23.9	23.8		35.1	
ARMY	28.1	46.7	37.9	27.2	33.4		32.6	
MARINES	26.3	13.2	11.2	7.6	20.9		9.4	
NAVY	30.3	29.4	27.1	13.8	29.9		20.5	
ALL SERVICES	1.6	2.6	0	0	2.0		0	
NATL GUARD	9.0	4.5	4.7	10.9	7.1		7.8	
RESERVES	1.6	7.8	0	12.9	4.2		6.4	
--TOTAL--	----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----							
--COUNT--	93	55	21	22	148		43	

Q626 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	18.4	6.3	15.1	2.5	9.9			4.0
NO	81.6	93.7	84.5	97.4	90.1			95.9
DONT KNOW	0	0	0.4	0.1	0			0.1
REFUSED	0	0.0	0	0	0.0			0
---TOTAL---	100.0	100.0	100.0	100.0	100.0			100.0
---COUNT---	1667	3611	392	2908	5478			3300

---RESPONSES



Q626 - (IF Q626=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

-----MARKET----- MARKET-----

	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES TOTAL (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)
AIR FORCE	37.4	23.8	36.7	36.5	31.3	36.6		
ARMY	41.6	41.2	48.1	49.4	41.4	48.8		
MARINES	34.7	31.6	8.1	15.8	33.3	12.3		
NAVY	16.6	21.0	15.9	21.2	18.6	18.8		
ALL SERVICES	1.6	2.2	1.5	5.1	1.8	3.5		
NATL GUARD	3.5	3.6	6.2	3.3	3.5	4.6		
RESERVES	2.6	5.4	1.1	7.0	3.8	4.3		

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL--	318	262	63	80	580	143
--COUNT--						

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)
YES	53.1	34.6	49.3	38.8	41.8	19.4	40.1	39.7
NO	48.9	65.4	50.7	60.9	59.0	80.6	59.9	60.0
DONT KNOW	0	0.0	0	0.2	0	0.0	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--CO'INT--	1867	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q829 - (IF Q828=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
AIR FORCE	27.4	22.2	22.0	28.5	30.9	27.4	24.3	27.8
ARMY	51.5	55.1	53.3	49.1	53.0	54.2	53.7	49.5
MARINES	35.2	27.8	26.4	29.1	18.0	18.3	30.7	28.8
NAVY	27.0	29.1	30.3	29.0	19.8	17.4	28.5	29.2
106	QUESTION PERMITTED AS MANY AS 4 RESPONSES							
---TOTAL---	885	1323	55	424	161	563	2208	479
---COUNT---								
								724

--RESPONSES

Q630 - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	77.8	23.0	59.3	10.9	81.2	14.8	36.8	14.6
NO	18.6	74.8	37.6	87.1	17.3	83.3	61.7	83.4
DONT KNOW	3.6	2.1	3.1	1.7	1.5	1.9	2.5	1.8
REFUSED	0	0	0	0.3	0	0	0	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	782	2488	55	646	231	2346	3270	701
								2677

--RESPONSES

Q631 - DID THE AIR FORCE RECRUITER (YOU TALKED TO) REPRESENT THE...

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)

--RESPONSES

ACTIVE AIR FORCE	84.1	89.3	79.7	84.8	55.3	66.3	67.0	84.4	63.6
AIR RESERVE	12.3	11.1	20.3	1.9	5.6	11.1	11.6	3.6	9.7
AIR NG	6.2	6.1	0	1.6	9.7	5.7	6.1	1.4	6.7
2+ OF ABOVE	11.2	7.5	0	7.7	21.4	3.6	9.2	7.0	7.9
DONT KNOW	6.2	6.0	0	4.0	8.0	13.4	6.1	3.7	12.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	247	304	11	120	55	151	551	131	200

Q632 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
RECRUITER CALLED	10.6	22.4	23.1	3.7	1.4	10.3	17.1	5.4
CALLED RECRUITER	7.2	4.4	7.8	11.3	21.0	7.7	5.7	11.0
RECRUITING STATION	12.6	17.2	14.9	40.7	19.0	24.5	15.2	38.4
JOB FAIR	4.3	3.1	0	0.9	3.8	2.9	3.7	0.8
AT SCHOOL	53.9	43.7	37.1	39.2	49.2	49.0	48.2	39.0
OTHER WAY	11.3	9.2	17.1	4.3	5.7	5.6	10.1	5.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	247	304	11	120	55	151	551	131
								206

--RESPONSES

Q633TIME -NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

-----MARKET-----

-----MARKET-----

	YOUNG MALES				FEMALES				YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
UP TO 1 MONTH	14.8	6.6	0	0	14.4	6.8	10.2	0	10.2	0	8.8	0	8.8	0
ONE MONTH	9.5	5.0	0	2.0	12.0	3.0	7.0	1.8	7.0	1.8	5.3	1.8	5.3	1.8
2 MONTHS	6.7	6.9	0	0	1.0	2.7	6.8	0	6.8	0	2.2	0	2.2	0
3 MONTHS	4.9	2.2	0	1.0	14.6	1.5	3.4	0.9	3.4	0.9	4.9	0.9	4.9	0.9
4 TO 6 MONTHS	17.2	16.5	23.9	0.8	9.1	16.7	16.8	2.8	16.8	2.8	14.7	2.8	14.7	2.8
7 TO 12 MONTHS	18.1	22.5	0	5.8	9.2	16.1	20.6	5.3	20.6	5.3	14.3	5.3	14.3	5.3
13 TO 18 MONTHS	16.0	15.7	18.7	1.1	16.7	14.8	15.8	2.6	15.8	2.6	15.3	2.6	15.3	2.6
19 TO 24 MONTHS	4.6	7.6	0	1.9	12.1	5.9	6.3	1.7	6.3	1.7	7.6	1.7	7.6	1.7
25 MONTHS OR MORE	8.1	17.1	57.4	87.5	11.0	32.5	13.2	84.9	13.2	84.9	26.9	84.9	26.9	84.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	226	278	9	103	54	138	504	112	504	112	192	112	192	112

--RESPONSES

Q634 - DID THE ARMY RECRUITER (YOU TALKED TO) REPRESENT THE...

-----MARKET-----										-----MARKET-----	
--RESPONSES	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
ACTIVE ARMY	49.7	64.7	69.9	75.4	41.1	42.4	59.1	74.8	42.1		
ARMY RESERVE	19.4	15.9	17.1	9.1	27.3	32.3	17.2	10.0	31.2		
ARMY NG	9.1	3.9	4.4	2.7	9.9	7.8	5.8	2.9	8.2		
2+ OF ABOVE	17.6	11.4	5.5	7.5	14.6	8.7	13.7	7.3	9.9		
DONT KNOW	4.2	4.0	3.0	5.3	7.2	8.8	4.1	5.0	8.5		
REFUSED	0	0.2	0	0	0	0	0.1	0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	451	722	30	207	82	295	1173	237	377		



Q636 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
RECRUITER CALLED	19.5	36.0	4.4	15.6	14.5	28.9	29.8	14.3
CALLED RECRUITER	8.4	5.6	23.7	9.0	12.6	5.6	6.7	10.8
RECRUITING STATION	20.3	14.2	35.0	28.4	16.0	8.9	16.5	29.2
JOB FAIR	1.1	0.6	0	1.6	4.1	2.0	0.8	1.4
AT SCHOOL	37.9	36.1	17.0	33.8	44.7	50.0	36.8	31.8
OTHER WAY	12.5	7.3	19.9	11.2	8.1	4.0	9.3	12.2
DONT KNOW	0.3	0.2	0	0.4	0	0	0.2	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	451	722	30	207	82	295	1173	237

--RESPONSES

Q036TIME -NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
UP TO 1 MONTH	15.9	6.4	3.5	0.8	16.7	7.5	10.0	1.1
ONE MONTH	10.5	7.2	0	0.5	13.8	6.1	8.5	0.5
2 MONTHS	8.8	6.3	4.5	0	7.1	4.9	7.2	0.6
3 MONTHS	8.0	6.3	6.4	1.1	6.6	6.4	6.9	1.8
4 TO 6 MONTHS	12.8	16.7	5.2	0.6	20.6	17.0	15.3	1.2
7 TO 12 MONTHS	17.0	13.4	13.4	1.1	5.4	15.8	14.8	2.7
13 TO 18 MONTHS	11.8	15.3	25.5	2.8	15.4	14.9	14.0	5.6
19 TO 24 MONTHS	3.7	6.8	0	0.9	3.1	5.4	5.7	0.8
26 MONTHS OR MORE	11.4	21.6	41.5	92.1	11.3	22.1	17.8	85.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	419	670	26	171	75	268	1089	197

--RESPONSES

Q637 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	
ACTIVE MARINES	54.9	59.3	73.0	71.3	39.4	51.6	57.3	71.6	48.9
MARINE RESERVES	15.2	13.0	0	1.9	21.0	23.1	14.0	1.8	22.7
BOTH	24.7	20.7	27.0	21.8	32.6	20.1	22.6	22.3	22.8
MISSING	0	0	0	0	0	1.8	0	0	1.4
DONT KNOW	5.2	7.0	0	4.9	7.0	3.4	6.2	4.4	4.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	309	374	15	122	29	106	683	137	135

--RESPONSES

-----MARKET-----

RECRUITER CALLED	19.6	34.1	8.8	13.1	11.2	15.1	27.6	12.7	14.3
CALLER RECRUITER	7.6	2.6	6	6.6	6	2.4	4.8	6.1	1.9
RECRUITING STATION	17.8	16.6	44.8	36.4	17.2	11.1	16.8	37.3	12.6
JOB FAIR	1.4	6.8	6	4.2	6	1.1	1.1	3.7	6.9
AT SCHOOL	44.9	36.1	12.2	25.5	46.8	53.1	46.1	24.2	51.7
OTHER WAY	8.7	9.5	34.2	12.2	21.6	15.3	9.2	14.5	16.5
MISSING	6	6	6	6	6	1.8	6	6	1.4
DONT KNOW	6	6.8	6	1.8	3.8	6	6.5	1.6	6.8
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	369	376	15	122	29	166	684	137	136

115

Q639TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
UP TO 1 MONTH	22.3	7.6	14.8	0	19.4	8.0	14.3	1.8
ONE MONTH	18.9	6.1	0	0	7.3	6.1	12.0	0
2 MONTHS	7.2	6.3	8.2	0	10.4	2.3	6.7	1.0
3 MONTHS	6.9	7.7	13.2	0	11.5	3.9	7.3	1.6
4 TO 6 MONTHS	10.9	15.9	0	1.2	16.7	23.8	13.6	1.0
7 TO 12 MONTHS	11.8	17.4	6.8	2.3	10.4	10.5	14.8	2.9
13 TO 18 MONTHS	8.6	13.0	12.8	3.6	14.1	26.4	11.0	4.7
19 TO 24 MONTHS	5.9	8.2	0	1.0	0	7.2	7.1	0.9
26 MONTHS OR MORE	7.5	17.9	44.2	92.0	4.1	11.8	13.1	86.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	289	343	14	97	26	92	632	111
								117

--RESPONSES

116

Q640 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE...

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ACTIVE NAVY	84.1	65.8	81.5	76.1	52.3	42.0	65.2	76.7
NAVAL RESERVES	10.4	10.0	10.2	5.7	18.9	29.5	10.1	6.2
BOTH	21.6	16.2	8.3	14.6	17.8	18.1	18.3	13.9
DONT KNOW	3.8	8.0	0	3.6	11.0	10.3	6.4	3.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	233	370	17	129	35	97	603	146
								44.6
								26.9
								18.1
								10.5
								100.0
								132

Q641 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDER MALES	
													TOTAL (PCT)		TOTAL (PCT)	
RECRUITER CALLED	21.8	37.3	4.6	12.4	3.8	12.0							31.4		11.5	10.0
CALLED RECRUITER	6.6	4.7	11.3	9.7	14.2	12.2							5.3		9.9	12.7
RECRUITING STATION	20.9	18.2	38.5	41.0	19.7	6.7							18.0		40.7	9.9
11 JOB FAIR	3.3	0.8	0	0.9	3.0	4.9							1.7		0.8	4.5
AT SCHOOL	38.8	35.5	15.8	25.8	47.0	57.3							36.8		24.0	54.9
OTHER WAY	7.4	5.2	29.9	9.7	11.7	5.1							0.0		12.1	6.7
DONT KNOW	1.4	0.4	0	0.0	0	1.7							0.0		0.5	1.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0							100.0		100.0	100.0
--COUNT--	233	370	17	129	35	97							603		146	132

--RESPONSES

Q842TIME -NO. OF MONTHS SINCE TALKED WITH NAVY RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
UP TO 1 MONTH	20.6	9.5	5.7	1.0	19.1	7.0	13.9	1.6
ONE MONTH	13.6	7.3	0	0	6.1	4.4	9.7	0
2 MONTHS	8.4	7.3	7.2	0	2.9	2.5	7.7	0.9
3 MONTHS	8.4	7.7	0	0	9.7	4.0	8.0	0
4 TO 6 MONTHS	13.2	12.6	5.9	0	13.9	16.6	12.8	0.8
7 TO 12 MONTHS	10.8	15.3	5.9	3.2	15.6	18.8	13.5	3.5
13 TO 18 MONTHS	13.5	10.0	8.7	3.6	20.0	16.7	15.0	4.2
19 TO 24 MONTHS	4.9	7.6	0	2.1	2.3	3.3	6.5	1.8
25 MONTHS OR MORE	6.6	16.6	66.6	90.2	10.5	26.8	12.7	87.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	222	336	16	109	32	81	558	125
								113

--RESPONSES



Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
CASH BONUS	12.2	12.2	19.4	15.0	7.3	8.3	12.2	8.1
MONEY FOR EDUCATN	36.5	42.8	22.2	26.1	45.4	43.3	40.3	43.7
GUARANTEED TRAINING	12.7	7.4	10.9	6.1	4.6	6.5	9.5	6.1
2 YEAR ENLISTMENT	1.5	1.8	0	2.7	1.4	0.8	1.7	0.9
GUARANTEED TRNG LOCATION	2.0	2.3	2.1	2.7	2.9	1.6	2.2	1.9
ASSURED JOB ASSIGNMENT	5.4	3.6	10.0	5.7	7.4	4.6	4.3	5.2
ADVANCE PAY GRADE	1.7	1.7	5.2	1.8	2.0	1.4	1.7	1.5
GOOD PAY	12.6	12.3	11.5	4.4	15.4	12.2	12.4	12.9
TRAVEL	12.2	11.3	20.5	10.9	9.3	9.5	11.7	9.4

(CONTINUED)

Q844 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)	POSITIVE PROPSNSITY (PCT)	NEGATIVE PROPSNSITY (PCT)
ADVENTURE	3.9	1.6	2.1	1.2	3.5	2.9	2.5	1.3
JOB SATISFACTION	5.9	3.5	5.7	3.1	5.3	3.6	4.5	3.3
GOOD COWORKERS	2.1	0.8	0	0.8	1.0	1.6	1.3	0.7
LEADERSHIP TRAINING	4.3	2.1	3.3	4.5	3.8	2.5	2.9	4.4
EQUAL OPPORTUNITY	0.2	0.4	0	0.6	0.7	0.7	0.3	0.5
SKILLS TRAINING	11.7	10.0	11.8	9.0	20.3	7.9	10.7	9.3
OTHER	25.3	17.5	20.9	23.4	15.9	20.2	20.6	23.1
--TOTAL--	QUESTION PERMITTED AS MANY AS 8 RESPONSES							
--COUNT--	885	1323	55	424	161	563	2208	479
								724

--RESPONSES

Q646 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

YES	22.2	19.7	34.3	19.0	17.1	14.0	20.4	20.4	14.4
NO	77.6	80.1	65.7	80.4	82.9	85.6	79.3	79.0	85.3
DONT KNOW	0.2	0.2	0	0.5	0	0.4	0.2	0.5	0.4
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301

Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)

--RESPONSES

YES	81.4	22.9	84.2	11.6	84.9	14.2	40.0	15.5	22.3
NO	14.9	73.3	34.6	88.4	13.2	83.6	56.3	82.6	75.5
DONT KNOW	3.7	3.8	1.2	1.8	1.9	2.3	3.8	1.7	2.2
REFUSED	0	0	0	0.2	0	0	0	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1287	3082	73	862	323	2504	4369	935	2827

Q047 - (IF YES TO Q046) WHERE DID YOU TAKE THE ASVAB?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
AT HIGH SCHOOL	59.3	67.3	42.0	41.1	77.5	89.5	64.7	41.2
AT MEPS	35.5	25.2	39.3	46.4	21.3	7.4	28.0	45.3
ELSEWHERE	5.2	7.4	18.7	11.6	1.2	3.1	0.7	12.7
DONT KNOW	0	0.1	0	0.9	0	0	0.1	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	380	729	37	208	69	405	1109	245
								474

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q849 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

		-----MARKET-----				-----MARKET-----			
		YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
								FEMALES	FEMALES
								TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
EXTREMELY IMPORTANT	13.9	17.2	20.1	20.0	12.2	22.9	22.9	16.2	25.5
VERY IMPORTANT	26.7	30.9	22.5	31.4	28.9	30.4	30.4	29.6	30.6
SOMEWHAT IMPORTANT	41.8	38.5	45.6	31.0	38.0	35.6	35.6	39.5	32.3
NOT IMPORTANT	17.2	13.4	11.9	11.3	20.0	10.9	10.9	14.5	11.3
MISSING	0.2	0.1	0	0.1	0	0.1	0.1	0.1	0.1
DONT KNOW	0.1	0.0	0	0.2	0.3	0.1	0.1	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	2909	5478	1180
									3361

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
 Q650 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)			
--RESPONSES												
MILITARY JOB	5.8	2.2	1.7	1.1	6.7	2.2	3.3	1.2	2.8			
CIVILIAN JOB	52.3	64.4	48.1	63.6	45.4	59.6	60.8	62.1	57.9			
EITHER ONE	41.1	32.9	48.6	34.9	48.4	37.6	35.3	36.2	38.6			
MISSING	0.2	0.1	0	0.1	0	0.1	0.1	0.1	0.1			
DONT KNOW	0.7	0.4	1.6	0.3	1.5	0.5	0.5	0.4	0.6			
REFUSED	0	0.1	0	0.1	0	0	0.1	0.1	0			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1667	3811	110	1070	392	2009	5478	1180	3301			

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q651 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	31.7	16.7	26.4	20.6	30.9	14.9	21.1	21.0
VERY IMPORTANT	39.8	36.9	47.5	38.0	44.2	34.9	37.8	38.8
SOMEWHAT IMPORTANT	25.9	40.0	23.1	35.8	20.1	44.1	35.8	34.7
NOT IMPORTANT	1.8	5.3	0.9	4.7	2.5	5.3	4.3	4.3
MISSING	0.5	0.8	1.2	0.3	1.8	0.5	0.7	0.4
DONT KNOW	0.3	0.2	0.8	0.0	0.5	0.2	0.2	0.6
REFUSED	0	0.1	0	0.1	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301



WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q662 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)
MILITARY JOB	56.1	48.4	45.2	41.4	53.4	48.6	50.7	41.7	49.1	50.7	41.7	49.1
CIVILIAN JOB	2.8	6.1	3.4	7.0	2.3	5.3	5.1	6.7	4.9	5.1	6.7	4.9
EITHER ONE	40.2	44.4	48.5	50.6	41.8	45.2	43.1	50.4	44.8	43.1	50.4	44.8
MISSING	0.5	0.8	1.2	0.3	1.8	0.6	0.7	0.4	0.7	0.7	0.4	0.7
DONT KNOW	0.3	0.2	1.0	0.6	0.7	0.4	0.2	0.7	0.4	0.2	0.7	0.4
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301	5478	1180	3301

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q653 - BEING ABLE TO GET MONEY FOR EDUCATION?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	30.9	25.9	24.4	15.8	44.3	30.3	27.4	16.6
VERY IMPORTANT	41.4	34.8	38.6	32.3	37.6	38.9	36.8	32.9
SOMEWHAT IMPORTANT	21.7	29.2	26.0	35.0	15.9	25.1	27.0	34.2
NOT IMPORTANT	5.6	9.6	9.6	10.2	1.1	5.2	8.4	15.0
MISSING	0.4	0.4	1.4	0.3	0.7	0.4	0.4	0.4
DONT KNOW	0.1	0.1	0	0.2	0.5	0.1	0.1	0.2
REFUSED	0	0.0	0	0.2	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q654 - BEING ABLE TO GET MONEY FOR EDUCATION?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDER MALES	
													TOTAL (PCT)		TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES																
MILITARY JOB	39.3	32.1	43.6	37.8	40.0	33.5	34.2	38.3	34.3							
CIVILIAN JOB	7.8	11.8	12.9	9.2	4.9	8.5	10.6	9.6	8.1							
EITHER ONE	52.3	55.4	41.3	52.0	53.8	56.9	54.5	51.1	56.5							
MISSING	0.4	0.4	1.4	0.3	0.7	0.4	0.4	0.4	0.4							
DONT KNOW	0.2	0.3	0.8	0.6	0.7	0.7	0.2	0.5	0.7							
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0
--COUNT--	1667	3011	110	1070	392	2909	5478	1180	3301							

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q666 - PERSONAL FREEDOM?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	34.6	41.3	32.7	41.1	36.9	41.7	39.3	40.4
VERY IMPORTANT	43.1	43.1	40.4	41.8	41.4	41.0	43.1	41.7
SOMEWHAT IMPORTANT	18.4	13.1	22.6	13.3	17.8	14.9	14.7	14.1
NOT IMPORTANT	3.0	1.8	2.8	2.9	3.1	1.4	2.1	2.9
MISSING	0.8	0.5	0	0.4	0.6	0.9	0.6	0.3
DONT KNOW	0.1	0.1	1.0	0.4	0.2	0.1	0.1	0.5
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q856 - PERSONAL FREEDOM?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
--RESPONSES												
MILITARY JOB	7.7	3.0	1.2	1.9	8.4	3.1				4.4	1.8	3.8
CIVILIAN JOB	43.6	61.8	44.8	57.9	34.3	52.4				56.4	56.7	50.3
EITHER ONE	47.4	34.1	51.6	39.2	54.9	43.1				38.1	46.3	44.6
MISSING	0.8	0.5	0	0.4	0.5	0.9				0.6	0.3	0.8
DONT KNOW	0.5	0.6	2.4	0.4	1.9	0.4				0.5	0.6	0.6
REFUSED	0	0.0	0	0.2	0	0.1				0.0	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909				5478	1180	3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q657 - GOOD INCOME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	43.1	41.3	38.9	44.2	43.8	41.3	41.8	43.7
VERY IMPORTANT	42.1	42.8	41.6	43.6	39.4	42.6	42.6	42.9
SOMEWHAT IMPORTANT	12.1	13.6	19.5	16.6	13.2	14.5	13.2	11.4
NOT IMPORTANT	2.1	1.5	0	0.9	1.9	1.0	1.6	0.9
MISSING	0.6	0.9	0	0.9	0.9	0.5	0.8	0.8
DONT KNOW	0.0	0.0	0	0.2	0.7	0.1	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	116	1676	392	2909	5478	1186
								3361

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q658 - GOOD INCOME?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
---RESPONSES								
MILITARY JOB	11.3	3.2	12.2	2.0	10.4	7.4	5.6	2.9
CIVILIAN JOB	20.1	39.4	25.6	42.4	8.6	20.6	33.7	40.9
EITHER ONE	67.4	56.3	61.4	54.1	73.9	71.2	59.6	54.8
MISSING	0.0	0.8	0	0.9	0.9	0.5	0.8	0.8
DONT KNOW	0.6	0.3	0.8	0.5	0.3	0.4	0.4	0.5
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q669 - HIGH STATUS AND PRESTIGE?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	16.5	14.6	17.9	11.0	19.9	12.6	15.2	11.6
VERY IMPORTANT	38.2	34.1	36.5	30.2	35.3	35.0	35.4	30.7
SOMEWHAT IMPORTANT	33.5	37.8	30.1	35.6	32.5	40.4	36.6	35.1
NOT IMPORTANT	10.5	12.2	13.9	21.7	10.6	11.3	11.7	21.0
MISSING	0.6	0.7	0	0.8	0.7	0.7	0.7	0.7
DONT KNOW	0.0	0.5	1.0	0.0	0.9	0.2	0.5	0.7
REFUSED	0	0.0	0	0.2	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301



WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q666 - HIGH STATUS AND PRESTIGE?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES			
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	
--RESPONSES										
MILITARY JOB	21.8	12.1	15.2	10.7	10.7	22.7	10.7	10.7	12.1	
CIVILIAN JOB	8.5	16.2	11.6	13.4	13.4	5.7	11.5	11.5	10.8	
EITHER ONE	68.0	70.3	71.6	74.3	74.3	69.6	76.6	76.6	75.8	
MISSING	0.8	0.7	0	0.8	0.8	0.7	0.7	0.7	0.7	
DONT KNOW	1.0	0.7	1.6	0.7	0.7	1.4	0.6	0.6	0.6	
REFUSED	0	0.0	0	0.1	0.1	0	0	0	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1667	3811	116	1070	1070	392	2909	2909	3301	

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q061 - YOUR PARENTS APPROVAL?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	16.8	13.1	8.5	6.8	21.0	18.3	14.2	6.9
VERY IMPORTANT	32.6	27.4	27.7	28.4	33.4	38.5	29.8	21.1
SOMEWHAT IMPORTANT	34.5	48.5	38.2	38.5	32.9	38.3	38.7	38.5
NOT IMPORTANT	15.4	18.1	26.4	34.8	18.8	12.6	17.3	34.8
MISSING	8.5	8.7	8.4	8.5	1.4	8.3	8.7	8.5
DONT KNOW	8.1	8.8	8.8	8.8	8.5	8	8.1	8.8
REFUSED	8	8.8	8	8.1	8	8.1	8.8	8.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1667	3811	118	1878	392	2888	5478	1188

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q662 - YOUR PARENTS APPROVAL?

	MARKET						MARKET			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
MILITARY JOB	12.3	4.9	12.0	4.8	11.6	4.3	7.1	5.4	5.1	
CIVILIAN JOB	15.6	31.9	18.0	17.9	16.8	31.6	27.0	17.9	29.9	
EITHER ONE	70.9	62.1	67.9	75.1	70.0	63.3	64.7	74.4	64.1	
MISSING	0.5	0.7	0.4	0.5	1.4	0.3	0.7	0.5	0.4	
DONT KNOW	0.3	0.4	1.6	1.6	0.2	0.4	0.4	1.6	0.4	
REFUSED	0.4	0.0	0	0.1	0	0.1	0.1	0.1	0.0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301	

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q663 - LEARNING A SKILL OR TRADE?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	38.7	31.5	39.4	33.8	45.3	31.6	33.7	34.3	33.2	33.7	34.3	33.2
VERY IMPORTANT	45.6	44.8	49.4	47.5	39.4	45.8	45.1	47.7	45.0	45.1	47.7	45.0
SOMEWHAT IMPORTANT	12.4	20.1	10.3	16.1	11.5	19.9	17.8	15.5	18.9	17.8	15.5	18.9
NOT IMPORTANT	2.1	3.0	0.9	2.0	2.4	1.9	2.7	1.9	1.9	2.7	1.9	1.9
MISSING	1.0	0.5	0	0.4	1.4	0.9	0.7	0.4	0.9	0.7	0.4	0.9
DONT KNOW	0.1	0.1	0	0.2	0	0.0	0.1	0.2	0.0	0.1	0.2	0.0
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	6478	1180	3301	6478	1180	3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q664 - LEARNING A SKILL OR TRADE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
MILITARY JOB	24.3	15.7	25.3	14.3	27.3	14.3	18.2	15.3
CIVILIAN JOB	5.3	10.7	9.8	8.9	3.7	7.6	9.1	7.1
EITHER ONE	69.1	72.6	63.1	75.7	67.6	76.7	71.5	74.6
MISSING	1.0	0.5	0	0.5	1.4	0.9	0.7	0.9
DONT KNOW	0.4	0.4	1.8	0.4	0	0.5	0.4	0.5
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2969	5478	1180
								3361

IN CHOOSING A JOB, HOW IMPORTANT IS....  
Q865 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG MALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
					YOUNG MALES	OLDER MALES	FEMALES	
							POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	19.3	17.3	12.7	18.3	17.9	17.8	16.2	16.4
VERY IMPORTANT	38.3	35.7	45.4	35.6	36.4	36.5	35.4	35.6
SOMEWHAT IMPORTANT	33.5	37.7	36.0	35.4	36.4	35.4	41.4	40.5
NOT IMPORTANT	8.6	9.2	5.1	10.1	9.0	9.7	6.8	7.3
MISSING	0	0.1	0	0	0.1	0	0.1	0.1
DONT KNOW	0.2	0.0	0.0	0.5	0.1	0.5	0.1	0.1
REFUSED	0	0	0	0.2	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	5478	1180	2909	3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
 Q666 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)
MILITARY JOB	14.3	10.5	15.3	9.8	10.9	10.1	11.6	10.3	10.2	10.3	10.2	10.2
CIVILIAN JOB	10.5	17.2	6.5	13.5	8.6	12.1	15.2	12.9	11.7	12.9	11.7	11.7
EITHER ONE	74.9	71.7	75.8	75.9	80.4	77.2	72.7	75.9	77.6	75.9	77.6	77.6
MISSING	0	0.1	0	0	0.3	0.1	0.1	0	0.1	0	0.1	0.1
DONT KNOW	0.3	0.5	2.4	0.7	0.4	0.4	0.4	0.8	0.4	0.8	0.4	0.4
REFUSED	0	0	0	0.1	0	0	0	0.1	0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3911	110	1070	392	2909	5478	1180	3301	1180	3301	3301

IN CHOOSING A JOB, HOW IMPORTANT IS....  
Q667 - ENJOYING YOUR WORK?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	48.5	55.9	40.9	52.3	56.8	60.0	53.7	51.3
VERY IMPORTANT	41.2	34.8	52.1	38.2	39.1	34.3	36.7	39.5
SOMEWHAT IMPORTANT	7.8	7.5	4.1	7.9	3.4	4.7	7.8	7.8
NOT IMPORTANT	1.7	1.0	2.8	0.5	0.4	0.5	1.2	0.7
MISSING	0.0	0.7	0	0.0	0.2	0.4	0.7	0.5
DONT KNOW	0.1	0.1	0	0.3	0	0.1	0.1	0.3
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301



WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q668 - ENJOYING YOUR WORK?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
MILITARY JOB	9.1	1.9	11.9	1.7	8.7	1.7							4.0	2.7	2.6	
CIVILIAN JOB	13.0	34.8	13.9	30.2	7.4	31.2							28.3	28.7	28.4	
EITHER ONE	76.7	62.2	73.4	66.7	82.4	66.3							66.5	67.3	68.2	
MISSING	0.6	0.7	0	0.6	0.2	0.4							0.7	0.5	0.4	
DONT KNOW	0.6	0.4	0.8	0.7	1.1	0.4							0.5	0.7	0.4	
REFUSED	0	0	0	0.1	0	0							0	0.1	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	
--COUNT--	1667	3811	110	1070	392	2909							5478	1180	3301	

IN CHOOSING A JOB, HOW IMPORTANT ARE...  
Q669 - PROMOTION OPPORTUNITIES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	29.9	27.5	30.3	30.3	29.4	28.5	28.2	30.3
VERY IMPORTANT	44.7	43.0	45.4	38.9	44.5	43.8	43.5	39.5
SOMEWHAT IMPORTANT	19.8	23.8	17.3	24.6	21.8	23.6	22.6	24.0
NOT IMPORTANT	4.9	4.8	5.4	5.4	3.2	3.4	4.8	5.4
MISSING	0.5	0.8	0	0.4	0.8	0.5	0.7	0.3
DONT KNOW	0.2	0.1	1.6	0.2	0.5	0.2	0.2	0.3
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2989	5478	1180
								3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q670 - ARE PROMOTION OPPORTUNITIES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
MILITARY JOB	18.4	11.7	19.6	13.1	18.7	11.2	13.7	13.7
CIVILIAN JOB	6.7	13.0	8.8	9.5	6.1	8.4	11.1	9.4
EITHER ONE	73.9	74.0	69.1	76.1	73.5	79.4	74.0	75.6
MISSING	0.5	0.3	0	0.4	0.0	0.5	0.7	0.5
DONT KNOW	0.5	0.5	2.4	0.8	1.1	0.5	0.5	1.0
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT ARE...  
Q871 - ADEQUATE RETIREMENT BENEFITS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	33.9	32.1	38.1	39.1	36.6	31.3	32.6	39.0
VERY IMPORTANT	42.2	41.9	49.1	39.8	39.8	42.9	42.0	40.6
SOMEWHAT IMPORTANT	18.8	20.8	8.1	16.2	18.5	21.9	20.2	15.6
NOT IMPORTANT	4.1	4.5	3.9	4.3	3.3	3.0	4.4	4.2
MISSING	0.9	0.7	0	0.4	1.3	0.5	0.7	0.3
DONT KNOW	0.0	0.0	0.0	0.1	0.7	0.4	0.0	0.1
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q672 - ADEQUATE RETIREMENT BENEFITS?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
MILITARY JOB	25.9	19.4	26.2	22.9	29.1	21.5	21.3	23.2	22.4							
CIVILIAN JOB	6.6	8.9	6.6	6.9	3.9	7.2	8.2	6.9	6.8							
EITHER ONE	66.1	70.6	65.7	69.4	65.5	70.1	69.3	69.0	69.6							
MISSING	0.9	0.7	0	0.4	1.3	0.6	0.7	0.3	0.6							
DONT KNOW	0.4	0.5	1.6	0.4	0.3	0.7	0.4	0.5	0.6							
REFUSED	0	0	0	0.1	0	0	0	0.1	0							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0
---COUNT---	1667	3811	110	1070	392	2909	5478	1180	3361							

--RESPONSES

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EITHER ONE

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q673 - GETTING TRAINED FOR LEADERSHIP?

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
EXTREMELY IMPORTANT	24.4	16.7	33.7	19.9	26.4	15.1	19.0	21.1	16.5									
VERY IMPORTANT	38.6	35.7	32.0	37.2	40.5	36.1	36.6	36.8	35.7									
SOMEWHAT IMPORTANT	30.3	30.5	30.2	31.0	27.2	40.6	34.7	30.9	39.0									
NOT IMPORTANT	6.4	10.5	3.2	10.9	5.1	8.5	9.0	10.2	8.1									
MISSING	1.2	0.5	0	0.4	0.2	0.6	0.7	0.4	0.5									
DONT KNOW	0.1	0.2	0.0	0.4	0.6	0.2	0.2	0.4	0.2									
REFUSED	0	0	0	0.2	0	0	0	0.2	0									
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301									

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q874 - GETTING TRAINED FOR LEADERSHIP?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDER MALES	
	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
--RESPONSES																
MILITARY JOB	46.1	40.9	38.4	33.8	41.6	36.3							42.5	34.2	36.9	
CIVILIAN JOB	3.8	6.5	6.8	5.4	3.8	5.2							5.7	5.5	5.0	
EITHER ONE	48.7	61.7	53.2	59.5	53.8	57.5							50.8	58.9	57.1	
MISSING	1.2	0.5	0	0.4	0.2	0.6							0.7	0.4	0.5	
DONT KNOW	0.3	0.3	1.6	0.8	0.5	0.5							0.3	0.9	0.5	
REFUSED	0	0	0	0.1	0	0							0	0.1	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	
--COUNT--	1667	3811	110	1070	392	2909							5478	1180	3361	

-----MARKET-----

-----MARKET-----

---RESPONSES

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WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q676 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)

--RESPONSES

MILITARY JOB	26.2	27.4	43.8	38.2	26.3	28.3	27.1	31.5	21.0
CIVILIAN JOB	5.8	9.3	4.9	7.2	7.6	9.6	8.3	7.8	8.8
EITHER ONE	67.0	62.0	48.8	60.8	64.8	69.0	63.5	59.7	68.5
MISSING	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.4	0.9
DONT KNOW	0.4	0.5	2.4	1.1	0.5	0.9	0.5	1.2	0.9
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q677 - JOB SECURITY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	48.1	47.6	48.8	55.2	53.8	49.5	47.7	54.8
VERY IMPORTANT	39.4	39.3	43.3	34.3	34.1	39.8	39.3	35.1
SOMEWHAT IMPORTANT	9.8	18.8	5.1	7.8	9.2	9.8	9.9	7.5
NOT IMPORTANT	1.9	2.3	2.8	2.1	3.4	1.4	2.2	2.2
MISSING	8.8	8.7	8	8.3	8.3	8.8	8.7	8.3
DONT KNOW	8.1	8.1	8	8.2	8	8.1	8.1	8.2
REFUSED	8	8	8	8.1	8	8	8	8.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1887	3811	118	1878	392	2989	5478	1188

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q678 - JOB SECURITY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
---	32.3	27.2	36.0	28.9	40.1	24.9	28.7	29.5
MILITARY JOB								26.7
CIVILIAN JOB	7.5	11.4	1.8	6.6	5.3	8.6	10.2	8.2
EITHER ONE	59.0	60.3	60.6	63.0	53.1	65.4	59.9	62.8
MISSING	0.8	0.7	0	0.3	0.3	0.3	0.7	0.3
DONT KNOW	0.4	0.4	1.6	1.0	1.1	0.5	0.4	1.1
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---TOTAL---								
---	1667	3811	110	1070	392	2909	5478	1180
---COUNT---								3301

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	50.2	39.3	33.6	18.9	46.5	38.4	42.6	20.2
NO	49.1	60.5	64.7	80.2	52.0	61.1	57.1	78.8
DONT KNOW	0.7	0.1	1.6	0.8	1.5	0.5	0.3	0.9
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q683 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	66.1	32.6	53.1	9.6	58.0	10.9	42.6	13.4
NO	33.9	67.4	46.9	90.1	42.0	83.1	57.4	86.3
DONT KNOW	0	0.1	0	0.2	0	0	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q684 - (IF Q683=YES) WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
RESPONSES								
FRIENDS	51.4	52.9	63.4	63.6	49.7	46.7	63.5	47.6
MOTHER	41.5	25.5	16.5	9.4	42.5	31.1	11.9	34.7
FATHER	42.1	29.8	17.5	12.3	31.4	28.3	14.2	29.3
BROTHER/SISTER	11.7	8.1	13.2	12.2	16.7	9.1	12.6	11.5
OTHER RELATIVE	15.6	8.1	18.6	12.2	19.6	8.4	14.3	11.8
BOY/GIRL FRIEND/SPOUSE	4.5	3.6	6.8	15.5	7.3	9.8	12.4	9.0
TEACHER	3.4	2.2	1.7	6	4.1	2.2	6.6	2.8
SCHOOL COUNSELOR	5.2	2.6	6	6	1.6	3.3	6	2.8
RECRUITER	27.6	29.2	26.5	13.4	26.6	22.2	15.9	21.5
--TOTAL--	QUESTION PERMITTED AS MANY AS 8 RESPONSES							
--COUNT--	1087	1236	58	167	229	498	2323	719

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM SCHOOL?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)
YES	79.2	75.2	35.4	31.6	66.6	65.2	77.6	32.9	65.5			
NO	20.8	24.8	64.6	68.4	34.0	34.8	23.0	67.1	34.5			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
158 --COUNT--	567	647	37	70	117	229	1214	107	346			

--RESPONSES

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM WORK?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	24.5	21.0	45.8	59.2	24.5	19.6	22.0	64.5
NO	75.5	79.0	54.2	40.8	75.5	80.4	77.4	45.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	587	647	37	70	117	229	1214	107
								21.2
								78.8
								100.0
								346



Q887 - (IF FRIEND WAS MENTIONED IN Q884) WAS FRIEND IN THE SERVICE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES		OLDER MALES			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)
YES	47.8	41.3	50.8	52.0	53.5	45.5	44.3	51.6	48.2				44.3	51.6	48.2			
NO	52.2	58.7	49.2	48.0	45.5	54.5	55.7	48.4	51.6				55.7	48.4	51.6			
REFUSED	0	0	0	0	0.9	0	0	0	0.3				0	0	0.3			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0			
---COUNT---	567	647	37	70	117	229	1214	107	346				1214	107	346			

---RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...  
Q888 - ANY CO-WORKERS?

	-----MARKET-----				-----MARKET-----			
	OLDER MALES		FEMALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	49.5	51.9	10.4	7.3	51.1	8.1		
NO	50.5	48.1	89.6	92.7	48.9	91.9		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	35	68	65	171	103	236		

--RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...

Q689 - ANY EMPLOYER?

	-----MARKET-----				-----MARKET-----			
	OLDER MALES		FEMALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	13.5	13.6	9.6	2.3	13.6	4.3		
NO	86.5	86.4	90.4	97.7	86.4	95.7		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	35	68	65	171	103	236		

--RESPONSES

Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER  
WOULD YOU SAY IT WAS...

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
WASTE OF TIME	1.7	6.9	3.0	6.5	0.8	6.3	5.3	5.8
UP TO HIM/HER	41.9	68.3	39.8	63.7	33.4	68.4	60.5	64.2
GOOD IDEA	56.1	24.2	56.4	28.2	65.3	25.1	33.7	29.8
DONT KNOW	0.3	0.5	0.8	1.4	0.5	0.3	0.5	0.3
REFUSED	0	0.0	0	0.2	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	3301

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?  
WOULD YOU SAY THAT MOST OF THEM ARE...?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
VERY FAVORABLE	23.4	4.4	15.4	5.5	24.8	4.2	10.0	6.4
SOMEWHAT FAVORABLE	43.2	26.3	39.9	20.7	37.0	19.3	31.3	22.4
NEITHER	15.7	34.8	15.2	33.6	16.2	39.0	29.1	32.0
SOMEWHAT UNFAVORABLE	10.4	20.4	13.3	20.7	11.3	18.7	17.4	20.0
VERY UNFAVORABLE	6.4	13.1	14.7	17.5	9.4	17.4	11.1	17.2
DONT KNOW	0.9	0.9	1.0	1.0	1.3	1.3	0.9	1.8
REFUSED	0.1	0.0	0	0.2	0	0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?  
WOULD YOU SAY THAT YOU ARE...?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
VERY FAVORABLE	34.3	2.9	22.5	4.9	37.1	2.2	12.2	6.5
SOMEWHAT FAVORABLE	44.9	21.7	44.0	18.7	44.1	15.0	28.6	21.0
NEITHER	12.1	24.5	8.3	21.0	9.5	23.0	20.8	20.6
SOMEWHAT UNFAVORABLE	5.7	25.4	19.0	22.9	3.7	23.7	19.5	22.6
VERY UNFAVORABLE	2.0	25.1	5.5	31.2	5.5	35.7	18.4	28.9
DONT KNOW	0.3	0.3	0.0	0.3	0	0.4	0.3	0.3
REFUSED	0	0.2	0	0.2	0	0.0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180
								3301

--RESPONSES

Q693 - WHAT IS YOUR CURRENT MARITAL STATUS?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
MARRIED	1.8	4.3	32.7	49.6	5.1	12.5	3.5	48.1	11.6							
WIDOWED	0.4	0.2	0	0.2	0	0.1	0.3	0.2	0.1							
SEPARATED	0	0.2	2.1	1.6	2.3	0.9	0.2	1.7	1.0							
DIVORCED	0.1	0.3	9.2	6.1	0.8	1.0	0.3	6.4	1.0							
NEVER MARRIED	97.7	95.0	56.1	42.2	91.8	85.5	95.8	43.5	88.2							
DONT KNOW	0	0	0	0.1	0	0	0	0.1	0							
REFUSED	0	0.0	0	0.1	0	0.1	0.0	0.1	0.1							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301							

--RESPONSES

Q694 - HOW MANY DEPENDENTS DO YOU HAVE (NOT COUNTING SELF)?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD TOTAL (PCT)
NONE	91.7	91.3	48.2	39.1	86.9	84.8	91.4	39.9
1	4.9	5.1	13.6	18.4	9.1	8.7	5.1	17.9
2	2.2	2.7	18.3	20.1	3.4	4.8	2.5	20.0
3	0.9	0.8	14.7	14.7	0.6	1.3	0.7	14.7
4 +	0.3	0.3	5.2	7.5	0	0.4	0.3	7.3
REFUSED	0	0.0	0	0.3	0	0.1	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2989	5478	1180
								3301

--RESPONSES



Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	31.7	51.4	31.3	37.8	33.2	55.2	45.6	37.2
NO	68.2	48.2	68.7	61.6	66.8	44.6	54.2	62.3
DONT KNOW	0.1	0.3	0	0.6	0	0.1	0.2	0.5
REFUSED	0	0.0	0	0.1	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	3811	110	1070	392	2909	5478	1180
								3361

--RESPONSES

168

Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)

--RESPONSES

YES	71.9	58.4	0	17.0	80.6	68.6	63.5	17.0	70.6
NO	24.1	39.0	0	44.0	17.0	28.1	33.5	44.0	26.2
DONT KNOW	4.0	2.5	0	19.6	2.4	3.1	3.0	19.6	3.0
REFUSED	0	0.1	0	19.3	0	0.2	0.0	19.3	0.1
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1101	1812	0	6	257	1281	2913	6	1538

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
170 --RESPONSES												
MOSTLY A'S	3.7	7.5	1.0	2.8	5.2	12.2	6.4	2.6	11.4			
A'S & B'S	16.0	17.9	12.8	11.8	18.6	27.1	17.4	11.9	26.1			
MOSTLY B'S	19.1	25.0	22.4	26.1	26.0	26.0	23.2	25.8	26.0			
B'S & C'S	34.1	28.0	26.5	29.1	29.8	22.4	29.8	28.8	23.3			
MOSTLY C'S	19.6	17.0	23.1	22.6	16.0	9.3	17.8	22.6	10.1			
C'S & D'S	6.1	3.5	8.7	5.5	3.7	1.9	4.3	5.8	2.1			
D'S & F'S	1.0	0.7	3.6	1.1	0.4	0.6	0.8	1.4	0.6			
DONT KNOW	0.4	0.3	2.0	0.9	0.3	0.3	0.3	1.0	0.3			
REFUSED	0	0.1	0	0.2	0	0.1	0.1	0.2	0.1			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1649	3773	105	1051	385	2887	5422	1156	3272			

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
COLLEGE PREP	59.4	70.3	46.8	56.0	60.8	71.3	67.1	55.2
BUSINESS	6.9	6.3	3.3	9.9	14.3	13.6	6.5	9.4
VOC/TECH	31.3	21.9	44.1	30.8	22.2	13.2	24.7	32.0
DONT KNOW	2.4	1.5	5.8	3.0	2.7	1.8	1.8	3.3
REFUSED	0	0.1	0	0.2	0	0.1	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2887	5422	1150
								3272

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q702 - ELEMENTARY ALGEBRA?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES, TAKEN	71.6	80.7	70.0	73.6	76.2	83.6	78.0	82.7
YES, PLAN TO	6.7	2.3	1.9	1.1	7.2	1.7	3.6	2.3
NO	21.4	16.9	26.2	25.1	16.2	14.5	18.2	14.7
DONT KNOW	0.3	0.0	2.0	0.1	0.3	0.1	0.1	0.1
REFUSED	0	0.1	0	0.2	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2887	5422	3272

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q703 - PLANE GEOMETRY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES, TAKEN	48.3	61.4	47.1	53.7	40.2	60.5	57.5	53.1
YES, PLAN TO	12.5	5.8	2.6	1.2	14.7	5.0	7.8	1.3
NO	38.9	32.5	48.5	44.8	38.6	34.2	34.4	45.1
DONT KNOW	0.3	0.1	2.0	0.1	0.3	0.1	0.1	0.2
REFUSED	0	0.1	0	0.2	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2887	5422	1156
								3272

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q704 - BUSINESS MATH?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	40.2	34.8	44.9	48.9	40.7	39.1	36.4	48.6	39.3	
YES, PLAN TO	10.8	7.1	3.6	2.2	9.3	6.8	8.2	2.3	7.1	
NO	48.6	57.8	49.8	48.4	49.8	53.7	55.1	48.6	53.2	
174 DONT KNOW	0.4	0.1	2.0	0.3	0.9	0.2	0.2	0.4	0.3	
REFUSED	0	0.1	0	0.2	0.1	0.2	0.1	0.2	0.2	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1649	3773	105	1051	385	2887	5422	1156	3272	

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q705 - COMPUTER SCIENCE?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES, TAKEN	21.6	28.9	16.7	6.6	22.1	27.4	26.8	9.3	26.8	26.8
YES, PLAN TO	17.6	9.0	4.6	2.9	14.4	9.8	11.5	3.1	11.5	9.5
NO	60.8	61.9	78.7	88.2	62.8	63.5	61.6	87.2	61.6	63.4
DONT KNOW	0.1	0.0	2.0	0.1	0.6	0.1	0.1	0.2	0.1	0.2
REFUSED	0	0.2	0	0.2	0.1	0.2	0.1	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2987	5422	1156	5422	3272



-- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q700 - INTERMEDIATE ALGEBRA?

-----MARKET-----

	YOUNG MALES				OLD MALES				FEMALES				YOUNG MALES		OLD MALES			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES
YES, TAKEN	40.4	54.2	38.4	48.4	39.7	54.7	50.1	47.6	53.0									
YES, PLAN TO	11.9	6.8	2.6	1.6	16.4	6.9	8.3	1.7	7.1									
NO	47.2	38.8	57.0	49.6	43.5	39.1	41.3	50.3	39.6									
DONT KNOW	0.4	0.1	2.0	0.1	0.3	0.2	0.2	0.3	0.2									
REFUSED	0	0.1	0	0.2	0.1	0.1	0.1	0.2	0.1									
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
--COUNT--	1649	3773	105	1051	385	2887	5422	1156	3272									

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q707 - TRIGONOMETRY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	14.9	28.2	22.4	21.3	14.6	24.2	24.2	21.4
YES, PLAN TO	14.4	11.0	2.5	2.0	13.6	8.0	12.0	2.1
NO	70.4	60.6	73.2	76.4	71.1	67.5	63.5	76.1
DONT KNOW	0.4	0.1	2.0	0.1	0.5	0.2	0.1	0.2
REFUSED	0	0.1	0	0.2	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2887	5422	1156
								3272

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q700 - CALCULUS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
YES, TAKEN	6.4	11.3	13.3	8.8	5.8	8.5	9.8	8.2
YES, PLAN TO	12.6	10.9	2.5	3.2	9.6	8.7	11.4	8.8
NO	80.5	77.7	82.2	87.6	83.7	82.5	78.5	82.7
DONT KNOW	0.0	0.1	2.0	0.2	0.8	0.1	0.2	0.2
REFUSED	0	0.1	0	0.2	0.1	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1849	3773	105	1051	385	2887	5422	3272

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q709 - PHYSICS?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	19.9	23.6	21.7	20.9	20.4	16.4	22.5	21.0
YES, PLAN TO	15.8	10.4	4.9	2.3	14.8	8.6	12.0	2.5
NO	64.0	65.8	71.4	76.3	63.9	74.5	65.2	75.9
DONT KNOW	0.3	0.1	2.0	0.2	0.8	0.2	0.2	0.4
REFUSED	0	0.1	0	0.2	0.1	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1649	3773	105	1051	385	2887	5422	1150
								3272

--RESPONSES

Q710 - DOES/DID YOUR HS HAVE CAREER INFORMATION ON COMPUTER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES TOTAL (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)
YES	55.5	54.7	54.9	53.6	55.0		53.7	
NO	37.2	38.8	36.6	40.3	38.3		39.8	
DONT KNOW	7.3	6.4	8.4	6.0	6.7		6.3	
REFUSED	0	0.1	0.1	0.1	0.1		0.1	
--TOTAL--	100.0	100.0	100.0	100.0	100.0		100.0	
--COUNT--	1649	3773	385	2886	5422		3271	

--RESPONSES

Q711 - DOES/DID THIS COMPUTER HAVE INFORMATION ON THE MILITARY?

	MARKET				MARKET			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	30.4	25.0	28.9	20.7	26.6	21.7		
NO	50.7	59.1	52.6	62.6	56.6	61.4		
DID NOT USE	18.4	15.2	18.4	16.0	16.2	16.3		
DONT KNOW	0.5	0.7	0	0.7	0.6	0.6		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	905	2550	207	1533	2955	1740		

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY ?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	68.4	30.3	84.7	29.6	43.4	38.4		
NO	31.2	67.9	15.3	69.3	55.3	60.7		
DONT KNOW	0	1.8	0	1.1	1.2	0.9		
REFUSED	0.4	0	0	0	0.1	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	288	505	59	319	773	378		

--RESPONSES

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
7 GRADES OR LESS	5.0	3.5	17.0	9.6	9.4	3.7	3.9	10.3
8TH GRADE	2.5	2.8	2.4	9.4	4.3	3.3	2.7	8.7
9TH GRADE	2.9	2.3	4.0	3.4	2.7	1.8	2.6	3.4
10TH GRADE	4.9	3.4	5.4	6.1	4.0	3.4	3.8	6.1
11TH GRADE	5.3	3.2	3.8	2.6	6.3	3.8	3.8	2.9
12TH GRADE	38.6	36.6	34.6	34.0	34.1	36.6	37.2	34.1
13TH	2.0	1.8	0	1.2	2.1	3.0	1.8	1.1
14TH	5.7	7.7	1.8	3.4	3.8	7.5	7.1	3.3
15TH	1.0	1.8	0	0.8	0.8	1.6	1.6	0.7
16TH COLLEGE SR	9.3	14.4	4.4	7.0	7.8	14.5	12.9	6.8
17TH, GRAD SCHOOL	0.1	1.0	0	0.1	0.4	0.7	0.7	0.1

--RESPONSES

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(CONTINUED)



**Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?**

-----MARKET-----										-----MARKET-----														
YOUNG MALES							OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES									
POSITIVE PROPENSITY (PCT)							NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)									
18TH,GRAD SCHOOL							2.1		3.4		0.8		1.3		1.4		2.7		3.0		1.2		2.5	
19TH,GRAD SCHOOL							0.3		1.0		0		0.2		0.6		0.2		0.8		0.2		0.3	
20 OR MORE							1.2		3.1		1.5		1.2		1.6		3.0		2.5		1.2		2.9	
104 MISSING							0.6		0.6		2.9		0.5		0.5		0.2		0.6		0.7		0.2	
DONT KNOW							18.3		13.2		21.5		18.7		20.2		13.6		14.8		19.0		14.4	
REFUSED							0.0		0.4		0		0.2		0.1		0.2		0.3		0.2		0.2	
--TOTAL--							100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0	
--COUNT--							1667		3811		110		1070		392		2909		5478		1180		3301	

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
7 GRADES OR LESS	3.6	1.7	13.3	4.0	6.6	2.4	2.3	4.8
8TH GRADE	2.3	2.3	1.6	4.7	4.1	2.3	2.3	4.4
9TH GRADE	4.2	2.1	6.3	2.3	3.5	2.2	2.7	2.7
10TH GRADE	5.3	3.7	8.9	5.7	8.5	4.0	4.2	5.9
11TH GRADE	6.1	3.9	2.5	4.2	11.2	5.2	4.6	4.0
12TH GRADE	46.8	45.8	50.6	52.8	34.4	46.8	46.1	52.6
13TH	3.1	3.1	0	1.3	3.2	5.2	3.1	1.2
14TH	6.4	8.9	1.0	4.0	6.6	8.3	8.2	3.8
15TH	1.1	1.3	0	0.6	1.0	1.9	1.3	0.5
16TH COLLEGE SR	7.9	12.7	4.0	5.5	6.6	10.5	11.3	5.3
17TH, GRAD SCHOOL	0.4	0.6	1.1	0.1	1.0	0.5	0.6	0.2

(CONTINUED)

--RESPONSES

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
18TH, GRAD SCHOOL	1.1	2.3	0	0.6	0.9	2.2	2.0		0.5		2.0	
19TH, GRAD SCHOOL	0.2	0.3	0	0.1	0.1	0.3	0.3		0.1		0.3	
20 OR MORE	0.2	1.1	0	0.3	0	1.0	0.9		0.2		0.8	
1866 DONT KNOW	11.1	9.6	10.8	13.7	12.1	7.1	10.1		13.5		7.7	
REFUSED	0.0	0.4	0	0.2	0.1	0.2	0.3		0.2		0.2	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0		100.0	
--COUNT--	1667	3811	110	1070	392	2909	5478		1180		3301	

--RESPONSES

**Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?**

-----MARKET-----										MARKET-----	
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES											
WHITE	71.0	87.9	71.1	89.7	55.0	85.9	82.9	88.0	82.3		
BLACK	21.3	8.1	16.7	7.4	35.9	10.1	12.0	8.3	13.1		
PACIFIC IS./ASIAN	3.0	2.2	4.3	0.6	5.8	1.7	2.4	0.9	2.2		
AMER INDIAN/ALASKAN	3.3	1.2	4.8	1.6	2.8	1.9	1.9	1.8	2.0		
DONT KNOW	1.1	0.4	2.0	0.6	0.2	0.2	0.6	0.6	0.2		
REFUSED	0.3	0.2	1.0	0.3	0.2	0.3	0.3	0.4	0.3		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	1180	3301		

Q715 - ARE YOU OF HISPANIC BACKGROUND?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
HISPANIC	13.6	7.3	15.1	8.0	16.5	7.8	9.2	8.8
NOT HISPANIC	86.2	92.4	82.6	91.5	83.4	92.1	90.6	91.1
DONT KNOW	0.1	0.1	1.3	0.1	0	0	0.1	0
REFUSED	0.1	0.2	1.0	0.3	0.1	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1667	3811	110	1070	392	2909	5478	3301

Part II  
Reserve Component Propensity Tables

The propensity measure used for the tables in this section is Composite Reserve Propensity. Composite Reserve Propensity is based on responses to two questions regarding the likelihood of serving in the National Guard (Q505) or in the Reserves (Q507).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Reserve Propensity is the respondent's most positive response to the two items about enlisting in the Reserve Components. For example, an individual who indicated that he would "probably enlist" in the National Guard, but "probably not enlist" in the Reserves was assigned a value of "probably enlist" on the Composite Reserve Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know" or "refuse" comprise the negative propensity category shown in the tables.

Composite Reserve propensity presented in these tables is the same as that in the 1984 YATS II supplementary tables but differs from the Composite Reserve Propensity computed for the 1983 YATS II tables. The 1983 measure was based on six items taken from the Reserve Component Attitude Study (RCAS) rather than the two items used here. Thus, results of Reserve propensity are directly comparable to the 1984 results, but not the 1983 results.

Q403 - AGE ON LAST BIRTHDAY?

--RESPONSES	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLD MALES (PCT)
16	28.3	22.9	0	0	26.7	20.8	24.0	0
17	26.5	21.5	0	0	27.4	22.8	22.6	0
18	18.6	17.4	0	0	12.0	18.9	17.2	0
19	13.3	14.2	0	0	14.8	16.1	14.0	0
20	8.2	12.2	0	0	8.0	11.0	11.3	0
21	7.1	11.8	0	0	11.0	10.4	10.8	0
22	0	0	23.9	12.3	0	0	0	13.5
23	0	0	9.6	11.2	0	0	0	11.0
24	0	0	13.5	14.5	0	0	0	14.4
25	0	0	12.0	15.3	0	0	0	15.0
26	0	0	14.2	11.5	0	0	0	11.8
27	0	0	8.8	10.9	0	0	0	10.7
28	0	0	6.1	10.7	0	0	0	10.3
29	0	0	11.9	13.0	0	0	0	13.4
--TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT	1171	4307	121	1059	255	3046	5478	1180
								3301



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SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

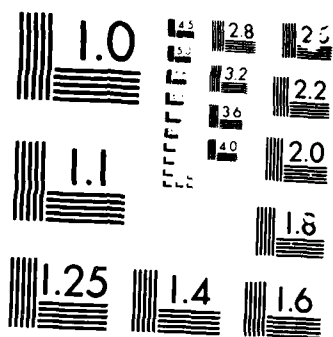
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 86

RT1/3365/05-01FR MDA903-83-C-0172

F/G 5/10

**PL**

A 10x10 grid of squares, with the top-left square missing, representing a 10x10 grid with a 1x1 hole.



MICROCAP

1010A

Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
7 GRADES OR LESS	0.6	0.5	3.6	0.4	0.5	0.3	0.5	0.7	0.3
8TH GRADE	2.5	1.3	1.5	1.7	3.5	1.2	1.5	1.7	1.4
9TH GRADE	9.0	6.5	3.4	1.9	8.6	4.3	7.0	2.1	4.7
10TH GRADE	27.8	21.2	10.0	5.5	25.0	19.0	22.6	5.9	19.5
11TH GRADE	20.8	24.3	12.5	7.3	27.1	25.4	25.2	7.8	25.5
12TH GRADE	27.1	34.6	55.6	62.6	25.4	37.0	33.0	61.9	36.1
13TH	3.8	10.6	12.0	14.6	9.6	11.7	9.2	14.3	11.5
14TH	0.4	1.0	1.4	6.0	0.3	1.1	0.9	5.6	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1100	3301

Q485 - RESPONDENT DEGREES, DIPLOMAS OR CERTIFICATES

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES

--RESPONSES

ABE	0.2	0.3	0	0.7	0	0.3	0.3	0.7	0.2
GED	1.8	1.9	5.5	4.2	3.6	1.9	1.9	4.3	2.0
HIGH SCHOOL	29.1	42.6	64.9	72.7	29.3	46.9	39.8	71.9	45.5
VOC/BUS/TRADE	4.3	4.7	20.5	16.8	7.9	4.7	4.6	17.1	5.0
OTHER DEGREE	3.9	3.1	10.6	5.6	6.0	3.1	3.2	6.1	3.3

QUESTION PERMITTED AS MANY AS 5 RESPONSES

--TOTAL--

--COUNT--

1171	4307	121	1059	255	3046	5478	1180	3301
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Q400 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
HS DIPLOMA	95.8	97.8	93.9	93.6	98.5	96.4	96.8	93.6
ABE CERTIFICATE	8	8.3	1.1	8.5	1.2	8.4	8.3	8.6
GED CERTIFICATE	2.7	2.1	4.4	5.8	8.4	2.5	2.2	5.8
10 10 OTHER HS CERTIFICATE	8.5	8.5	8.5	8.2	8	8.5	8.5	8.2
NO,NONE	1.8	8.1	8	8.7	8	8.2	8.3	8.6
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	365	1852	82	832	83	1458	2287	914
								1533

--RESPONSES

Q467 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT 1)  
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT 1)

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

YES	65.5	59.6	11.9	12.6	69.3	61.7	60.8	12.0	62.3
NO	33.9	39.6	86.9	86.9	30.6	38.2	38.4	86.9	37.0
MISSING	0.1	0	0	0	0	0	0.0	0	0
DONT KNOW	0.5	0.8	0.6	1.1	0.7	0.1	0.7	1.0	0.1
REFUSED	0	0	0.6	0	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4367	121	1059	255	3046	5478	1180	3301

Q488 - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
---								
NONE	1.4	0.8	7.6	3.4	0.6	0.9	0.9	0.9
ABE	1.1	0.8	0	0.7	3.3	1.6	0.9	0.7
HIGH SCHOOL	71.8	69.1	0	0	72.0	57.7	61.2	0
GED	1.9	1.1	0	1.6	1.5	1.7	1.3	1.4
JOB/WIN/CETA	0.9	0.5	0	5.1	0.5	0.6	0.6	0.6
OJT PROGRAM	2.1	1.6	22.3	7.6	0.4	0.6	1.6	0.6
APPRENTICE	1.9	1.1	20.4	10.9	1.4	0.3	1.3	12.4
VOC/BUS/TRADE	8.4	0.9	10.8	25.3	7.5	5.6	7.3	24.4
JR COLLEGE	0.1	11.7	20.9	20.9	5.6	12.0	10.4	20.9
COLLEGE	4.3	17.6	0	10.6	7.1	19.1	14.5	16.7
REFUSED	0	0.0	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	762	2626	15	129	176	1887	3387	144
								2003

Q409 - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
FULL-TIME	87.1	88.4	13.9	37.4	88.2	86.9	88.1	87.0
PART-TIME	12.2	11.6	82.8	62.6	11.8	13.1	11.7	13.0
DONT KNOW	0.7	0.0	3.2	0	0	0	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	753	2605	14	125	175	1867	3358	2042

--RESPONSES



Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1988-87?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	79.6	76.6	76.4	49.1	90.8	78.8	76.6	51.7
NO	16.0	21.9	22.1	47.7	7.2	18.3	20.7	45.1
DONT KNOW	4.3	2.4	2.6	3.1	2.0	2.8	2.0	3.1
REFUSED	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

Q4108 - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1986-87?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES	60.9	46.8	53.6	37.7	92.4	55.4	49.3	38.5
NO	30.6	44.1	31.2	56.5	3.4	35.4	41.7	55.2
DONT KNOW	8.5	9.1	15.2	5.6	4.2	9.2	9.0	6.1
REFUSED	0	0	0	0.2	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	218	982	27	543	24	628	1200	570
								652

--RESPONSES

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
--RESPONSES								
HIGH SCHOOL	25.0	20.4	4.7	3.1	18.6	17.9	21.4	3.3
VOC/BUS/TRADE	29.0	22.8	46.7	47.1	22.0	20.3	24.2	47.0
JR COLLEGE	16.2	16.6	22.0	22.0	21.2	19.9	15.4	22.0
COLLEGE	25.3	30.5	18.4	20.0	33.0	37.2	34.0	20.5
GRADUATE/PROFESSIONAL	0.0	0.9	0.0	1.0	0.7	0.7	0.0	1.0
DONT KNOW	4.4	4.0	0.0	5.5	3.0	4.1	4.1	5.7
REFUSED	0	0	0	0	0	0.0	0	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1085	3795	108	719	253	2706	4880	827

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

--RESPONSES	-----MARKET-----					
	YOUNG MALES			FEMALES		
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
FULL-TIME	57.3	63.1	21.8	17.5	60.3	60.0
PART-TIME	40.3	34.2	71.1	80.5	37.4	37.9
DONT KNOW	2.4	2.7	7.2	2.1	2.3	2.1
REFUSED	0	0.0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	816	3015	103	697	207	2267
					3831	800
					100.0	100.0
					18.0	37.8
					2.6	2.2
					0.0	0
					100.0	100.0
					800	2474

Q413 - HOW MUCH WOULD 1 YEAR OF EDUCATION COST YOU?

	--- MARKET ---				--- MARKET ---			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
--RESPONSES								
LESS THAN \$1000	11.2	10.6	15.8	22.8	8.3	11.3	10.8	22.0
\$1000-\$1999	22.4	18.5	25.1	20.1	20.8	18.3	19.3	20.7
\$2000-\$2999	23.3	18.7	17.5	19.5	31.1	21.3	19.7	19.2
\$3000-\$3999	14.7	12.9	12.6	9.9	11.3	13.2	13.2	10.3
\$4000-\$4999	7.0	10.2	10.3	6.9	10.3	10.3	9.5	7.3
MORE THAN \$5000	19.7	28.4	18.0	19.2	18.3	24.8	26.6	19.0
REFUSED	1.0	0.8	0.7	1.0	0	0.7	1.0	1.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	810	3015	103	697	207	2267	3831	800
								2474

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
--RESPONSES								
ALL EXPENSES	16.7	30.1	30.6	42.2	19.7	26.2	27.3	40.8
MORE THAN 3/4	4.8	5.6	3.6	3.0	1.8	3.1	5.4	3.1
ABOUT 3/4	16.7	14.4	11.9	8.3	12.2	12.4	14.9	8.7
ABOUT 1/2	38.7	28.5	30.9	23.2	32.5	31.6	30.6	24.1
ABOUT 1/4	13.1	11.9	14.8	12.6	19.0	16.2	12.1	12.8
LESS THAN 1/4	3.9	5.0	3.4	4.1	6.6	5.2	4.8	4.0
NONE	5.1	3.9	4.2	6.3	7.7	5.4	4.2	6.0
REFUSED	0.9	0.6	0.7	0.3	0.5	0.8	0.7	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	816	3015	103	697	207	2267	3831	800

Q416 - HIGHEST GRADE YOU WOULD EVENTUALLY LIKE TO COMPLETE ?

---RESPONSES	YOUNG MALES				OLDERS MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDERS MALES	
	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
8TH	0.1	0.1	0	0.3	0	0.3	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.3	0.1
9TH	0	0.3	0	0.2	0	0.2	0	0.1	0	0.1	0.1	0.1	0.3	0.3	0.2	0.1
10TH	0.4	0.3	0	0.9	0	0.9	0	0.1	0	0.1	0.1	0.1	0.3	0.8	0.8	0.1
11TH	0.3	0.5	0	0.4	0	0.4	0	0.1	0	0.1	0.1	0.1	0.4	0.3	0.3	0.1
12TH/HIGH SCHOOL	18.0	14.3	18.0	22.3	8.1	22.3	8.1	11.3	8.1	11.3	11.3	11.3	15.2	21.8	21.8	11.0
13TH	3.2	2.4	3.8	5.8	0.8	5.8	0.8	4.7	0.8	4.7	4.7	4.7	2.6	5.6	5.6	4.4
14TH	20.4	19.1	31.9	26.7	25.3	26.7	25.3	20.4	25.3	20.4	20.4	20.4	19.3	27.2	27.2	20.8
15TH	2.4	1.8	2.8	2.1	3.7	2.1	3.7	1.9	3.7	1.9	1.9	1.9	1.9	2.1	2.1	2.0
16TH/COLLEGE	40.5	43.4	32.5	25.3	49.1	25.3	49.1	42.4	49.1	42.4	42.4	42.4	42.8	26.0	26.0	43.0
17TH	0.9	2.2	0.9	0.8	1.2	0.8	1.2	1.7	1.2	1.7	1.7	1.7	1.9	0.8	0.8	1.7
18TH	4.1	5.0	2.4	2.9	6.5	2.9	6.5	6.6	6.5	6.6	6.6	6.6	4.8	2.9	2.9	6.6
19TH	1.7	2.0	0.9	0.6	1.1	0.6	1.1	1.4	1.1	1.4	1.4	1.4	1.9	0.6	0.6	1.4
20TH	3.0	3.8	3.5	1.8	2.6	1.8	2.6	4.6	2.6	4.6	4.6	4.6	3.7	1.9	1.9	4.5
DONT KNOW	4.3	4.7	3.2	9.8	1.7	9.8	1.7	4.3	1.7	4.3	4.3	4.3	4.6	9.1	9.1	4.1
REFUSED	0	0.0	0	0.2	0	0.2	0	0.1	0	0.1	0.1	0.1	0.0	0.2	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	1059	255	3046	255	3046	3046	3046	5478	1180	1180	3301

Q410 - ARE YOU PRESENTLY EMPLOYED, EITHER FULL OR PART TIME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	53.8	61.0	88.2	91.3	39.1	54.2	59.5	91.0
NO	46.2	39.0	11.8	8.7	60.9	45.8	40.5	9.0
REFUSED	0	0.0	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES



Q417 - ARE YOU LOOKING FOR WORK NOW?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES	73.6	52.9	78.6	60.8	74.1	44.3	57.8	63.2
NO	26.4	47.1	21.4	39.2	25.9	55.6	42.2	36.8
REFUSED	0	0	0	0	0	0.0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	528	1679	15	91	152	1396	2207	1547

--RESPONSES

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

		MARKET				MARKET			
		YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES		77.8	77.8	100.0	86.3	62.9	67.1	77.7	88.1
NO		22.4	22.2	0	13.7	37.1	32.9	22.3	11.9
REFUSED		0	0.0	0	0	0	0	0.0	0
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COUNT		628	1679	15	91	152	1395	2207	1547

--RESPONSES

209

--TOTAL--

--COUNT--

Q422 - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
--RESPONSES								
A NEW JOB	32.0	20.1	22.0	21.2	38.9	22.7	22.4	21.4
A SECOND JOB	8.6	7.1	5.6	6.2	11.8	8.0	7.4	6.1
ANOTHER WAY	9.1	6.8	19.1	9.6	7.3	5.0	7.2	10.5
NOT LOOKING	50.3	66.0	52.7	63.0	41.9	64.2	63.0	62.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	643	2028	106	908	103	1051	3271	1074
								1754

Q424 - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
1-34	49.4	49.2	9.7	7.3	57.1	59.5	49.2	59.3
35-44	36.6	33.7	52.2	51.7	38.8	34.8	34.3	35.0
OVER 44	13.5	16.4	38.1	48.4	3.7	5.0	15.8	4.9
DONT KNOW	0.5	0.6	0	0.6	0.4	0.7	0.6	0.7
REFUSED	0.1	0.6	0	0	0	0.0	0.1	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1055	3018	121	1047	260	2584	4973	2784

Q425 - HOW OFTEN DO/DID YOU WORK ON WEEKENDS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
EVERY WEEK	42.1	43.6	36.4	26.1	38.7	47.7	43.3	47.1
2-3 TIMES/MONTH	16.2	15.7	14.9	16.7	16.1	14.7	15.8	14.9
ONCE/MONTH	7.0	6.4	7.5	9.9	6.0	3.3	6.6	3.5
< ONCE/MONTH	3.9	2.8	8.5	8.6	3.6	1.8	3.1	2.0
NEVER	30.7	31.4	32.7	38.4	33.5	32.4	31.2	32.5
REFUSED	0	0.0	0	0.2	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1055	3918	121	1047	200	2584	4973	2784

--RESPONSES

Q430 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		TOTAL	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
PRIVATE COMPANY	80.7	83.7	85.0	80.9	74.4	84.0	83.1	81.3
GOVERNMENT	11.1	8.2	7.0	9.0	18.3	10.5	8.8	8.8
SELF EMPLOYED	4.7	4.9	6.9	9.1	4.6	3.9	4.8	8.9
NO PAY/FAMILY	3.2	3.0	1.1	1.0	2.2	1.5	3.1	1.0
REFUSED	0.3	0.2	0	0.1	0.5	0.2	0.2	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1055	3918	121	1047	200	2584	4973	1108
								2784

--RESPONSES

Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY SATISFIED	25.2	28.5	26.4	29.2	32.1	30.1	27.8	30.2
SOMEWHAT SATISFIED	53.1	49.6	45.7	50.9	37.4	45.8	50.2	45.2
NEITHER	8.5	9.6	4.9	9.2	12.7	10.1	9.3	10.3
SOMEWHAT DISSATISFIED	9.3	8.5	17.2	7.7	9.7	9.5	8.6	9.5
EXTREMELY DISSATISFIED	3.8	3.8	5.8	2.6	8.1	4.4	3.8	4.7
DONT KNOW	0.1	0.2	0	0.3	0	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1055	3918	121	1047	200	2584	4973	2784

--RESPONSES

Q432 - HAVE YOUR EVER WORKED AT A JOB 35 HOURS OR MORE EACH WEEK?

-----MARKET-----				-----MARKET-----			
YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

YES	36.8	38.4	86.6	84.6	40.6	33.7	38.1	84.6	34.2
NO	63.2	61.6	19.4	15.4	59.4	66.3	61.9	16.0	65.8
---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---	532	1936	13	81	113	1551	2462	94	1664



Q434-436WAGE - EXPECTED MONTHLY RATE OF PAY FOR DIFFERENT A FULLTIME JOB

-----MARKET-----

YOUNG MALES      OLDER MALES      FEMALES      YOUNG MALES      OLDER MALES      FEMALES

POSITIVE    NEGATIVE    POSITIVE    NEGATIVE    POSITIVE    NEGATIVE

PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY

(PCT)      (PCT)      (PCT)      (PCT)      (PCT)      (PCT)

TOTAL      TOTAL      TOTAL      TOTAL      TOTAL      TOTAL

(PCT)      (PCT)      (PCT)      (PCT)      (PCT)      (PCT)

--RESPONSES

0-500	3.0	3.0	1.0	4.7	4.0	3.0	3.0	4.4	3.0
501-600	19.1	17.3	1.2	1.6	35.2	20.9	17.7	1.6	27.5
601-700	19.1	16.1	3.0	2.5	22.3	22.0	16.7	2.0	22.0
701-800	8.5	7.2	2.9	0.8	8.4	7.3	7.5	1.0	7.4
801-900	10.5	17.0	8.4	5.7	11.2	16.2	16.9	5.8	15.8
901-1100	11.1	12.2	13.5	9.4	8.4	10.5	12.0	9.8	10.3
1101-1300	8.2	7.8	17.1	10.4	3.7	5.0	7.9	11.1	4.9
1301-1500	5.7	5.7	8.9	9.1	2.1	3.1	5.7	9.1	3.0
1501-1700	4.3	5.5	18.0	19.0	1.1	2.7	5.3	19.5	2.0
1701-1900	0.0	1.5	5.0	5.0	0.5	0.5	1.3	5.0	0.5
1901 +	3.8	6.5	21.0	31.1	3.3	2.0	6.0	30.1	2.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1126	4141	117	1001	242	2877	5267	1118	3119

Q436 HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ALMOST IMPOSSIBLE	10.4	8.6	11.3	10.2	17.2	11.0	8.9	10.4
VERY DIFFICULT	26.8	20.8	24.9	20.7	28.6	24.8	22.0	21.1
DIFFICULT	43.2	44.4	28.1	41.5	41.0	45.6	44.1	40.1
NOT DIFFICULT	18.6	25.3	35.7	26.6	12.7	17.5	23.9	27.5
DONT KNOW	1.0	1.0	0	0.9	0.6	1.0	1.0	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1180
								3301

--RESPONSES



Q438 - WHAT ARE YOUR PLANS FOR THE NEXT FEW YEARS?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)
SCHOOL	65.7	69.5	40.0	31.2	76.7	74.6	68.7	32.0	74.8			
WORKING	63.9	70.1	86.9	90.2	70.6	68.2	68.8	89.9	68.4			
DOING NOTHING	0.5	0.9	0	1.2	0	0.8	0.8	1.1	0.7			
OTHER	11.8	9.4	20.3	14.7	10.4	14.0	9.9	15.3	13.7			
JOINING MILITARY	19.6	4.2	3.1	0.2	10.7	0.8	7.4	0.5	1.6			

--RESPONSES

----- QUESTION PERMITTED AS MANY AS 5 RESPONSES -----

--TOTAL--

--COUNT-- 1171 4307 121 1059 255 3046 5478 1180 3301

Q439 - IN THE FUTURE DO YOU THINK THAT YOU WILL BE WORKING IN THE SAME JOB?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
---RESPONSES										
SAME JOB	37.3	51.4	63.1	76.7	29.1	44.8	49.0	75.4	43.9	
DIFFERENT JOB	61.6	47.2	35.4	22.3	70.9	54.7	49.7	23.5	55.6	
DONT KNOW	1.1	1.4	1.5	1.0	0	0.5	1.4	1.0	0.4	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	437	2007	94	892	77	1258	2444	986	1335	

Q440 - ( IF Q438=JOINING MILITARY) WHICH BRANCH OF THE MILITARY MIGHT YOU JOIN?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
--RESPONSES								
AIR FORCE	26.2	32.7	0	51.7	33.1	55.3	29.1	18.6
ARMY	36.0	22.4	75.2	0	58.3	23.8	29.9	48.2
COAST GUARD	2.1	0	24.8	48.3	0	0	1.1	33.3
MARINE CORPS	17.9	23.4	0	0	2.0	12.8	20.3	0
NAVY	14.7	19.2	0	0	6.7	8.0	16.7	0
DONT KNOW	3.1	1.3	0	0	0	0	2.3	0
REFUSED	0	1.1	0	0	0	0	0.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	236	184	4	2	30	20	419	0

Q441 - (IF Q438=JOINING MILITARY) WHAT TYPE OF SERVICE WOULD THAT BE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ACTIVE DUTY	53.2	93.2	0	51.7	46.4	71.0	71.2	59.1
RESERVES	27.0	4.3	0	48.3	39.6	25.3	16.7	32.8
NATL GUARD	19.2	1.4	100.0	0	2.0	0	11.2	1.0
DONT KNOW	0.7	1.1	0	0	11.9	3.7	0.9	8.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	228	180	4	2	30	26	408	56

Q442 - (IF Q438=JOINING MILITARY) WHICH BRANCH WOULD BE YOUR SECOND CHOICE ?

-----MARKET-----

-----MARKET-----

--RESPONSES

	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)		
AIR FORCE	18.5	20.7	54.2	0	0	29.0	17.5	19.5	34.7	23.6								
ARMY	27.1	26.6	0	0	18.4	25.7	26.8	0	21.9									
COAST GUARD	2.9	3.3	0	0	0	13.4	3.1	0	6.3									
MARINE CORPS	18.3	17.3	21.0	0	7.9	7.0	17.9	13.4	7.5									
NAVY	19.1	14.3	0	51.7	30.4	16.4	16.9	18.6	23.8									
NONE	14.1	15.1	24.8	48.3	7.3	20.0	14.6	33.3	13.4									
DONT KNOW	0	2.7	0	0	6.9	0	1.2	0	3.6									
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
--COUNT--	228	180	4	2	30	26	408	6	56									



Q443 - (IF Q438=JOINING MILITARY) WHAT TYPE OF SERVICE WOULD THAT (YOUR SECOND CHOICE) BE?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES								
ACTIVE DUTY	50.8	91.7	0	100.0	50.5	77.5	68.8	62.8
RESERVES	30.1	6.8	0	0	39.6	22.5	19.4	31.8
NATL GUARD	19.1	2.2	100.0	0	7.0	0	11.6	3.8
DONT KNOW	0	0.3	0	0	2.9	0	0.1	1.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	195	153	3	1	25	21	348	46

Q501 - HOW LIKELY ARE YOU TO WORK AS WAITRESS/LABORER?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	5.3	5.1	6.4	8.4	3.2	3.6	5.1	8.2
PROBABLY	35.8	26.9	35.2	18.0	29.0	16.7	24.0	19.7
PROBABLY NOT	36.1	39.8	28.7	33.3	25.6	31.9	39.1	32.9
DEFINITELY NOT	22.8	33.9	29.8	40.0	42.3	47.8	31.6	39.0
DONT KNOW	0	0.3	0	0.2	0	0.0	0.2	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	265	3046	5478	1180
								3301

--RESPONSES

Q692 - HOW LIKELY ARE YOU TO WORK AT A DESK IN AN OFFICE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
DEFINITELY	3.9	4.3	4.1	8.1	12.7	10.6	4.2	7.7
PROBABLY	29.2	26.8	21.3	20.7	52.4	44.4	27.3	20.8
PROBABLY NOT	37.4	37.6	39.6	31.6	23.9	30.1	37.6	32.3
DEFINITELY NOT	29.2	31.2	35.0	39.6	11.1	14.9	30.8	39.2
DONT KNOW	0.2	0.2	0	0	0	0.1	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4367	121	1059	255	3046	5478	1180

--RESPONSES

Q603 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
DEFINITELY	11.0	3.1	1.7	0.4	8.9	0.7	4.7	0.5
PROBABLY	52.0	9.9	37.0	2.2	53.0	3.8	18.0	5.8
PROBABLY NOT	25.2	38.5	37.7	31.4	22.5	20.8	34.1	32.0
DEFINITELY NOT	11.0	50.2	22.0	65.7	15.6	74.7	42.0	61.3
DONT KNOW	0.3	0.3	0.7	0.3	0	0.0	0.3	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1180
								3301

--RESPONSES

Q604 - HOW LIKELY ARE YOU TO WORK AS SALESPERSON?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)
DEFINITELY	3.5	2.9	4.7	6.1	3.9	4.6	3.6	3.6	5.9	5.9	4.6	4.6
PROBABLY	24.7	23.3	24.5	16.5	36.2	35.6	23.6	23.6	17.3	17.3	35.6	35.6
PROBABLY NOT	31.6	38.6	36.4	28.5	29.3	32.6	36.6	36.6	28.7	28.7	31.8	31.8
DEFINITELY NOT	40.6	35.7	39.7	48.8	30.2	27.8	36.6	36.6	47.9	47.9	28.6	28.6
DONT KNOW	6.1	6.2	6.7	6.1	6.4	6.6	6.2	6.2	6.1	6.1	6.1	6.1
--TOTAL--	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6
--COUNT--	1171	4367	121	1659	255	3646	5478	5478	1186	1186	3361	3361

--RESPONSES

Q505 - HOW LIKELY ARE YOU TO SERVE IN NATIONAL GUARD?

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
DEFINITELY	5.0	0	5.9	0	3.4	0	1.0	0.0	0.3
PROBABLY	50.0	0	64.9	0	45.8	0	10.0	6.5	3.5
PROBABLY NOT	29.7	42.0	10.5	33.3	26.7	22.5	39.2	31.8	22.8
DEFINITELY NOT	15.3	57.7	10.7	66.5	24.0	77.5	48.9	60.9	73.4
DONT KNOW	0.3	0.3	0	0.2	0	0.1	0.3	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5472	1180	3301

Q506 - (IF Q505=YES) SPECIFY BRANCH OF THE NATIONAL GUARD?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG MALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES								
AIR NATL GUARD	36.5	25.9	44.3		36.5	25.9	44.3	
ARMY NATL GUARD	60.8	70.9	63.3		60.8	70.9	63.3	
DONT KNOW	2.3	3.1	1.6		2.3	3.1	1.6	
REFUSED	0.4	0	0.8		0.4	0	0.8	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	669	83	124		669	83	124	

Q507 - HOW LIKELY ARE YOU TO SERVE IN RESERVES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	7.7	0	2.4	0	5.4	0	1.6	0.4
PROBABLY	70.4	0	74.0	0	78.8	0	14.7	6.0
PROBABLY NOT	14.8	46.4	18.3	35.7	11.0	24.9	39.8	23.9
DEFINITELY NOT	7.0	53.4	2.9	63.9	4.8	75.0	43.7	69.6
DONT KNOW	0.0	0.3	1.7	0.4	0	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

--RESPONSES



Q500 - (IF Q507=YES)--SPECIFY BRANCH OF RESERVES

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES	OLDER MALES	FEMALES	POSITIVE PROPSITY (PCT)	YOUNG MALES	OLDER MALES	FEMALES	POSITIVE PROPSITY (PCT)
--RESPONSES								
AIR FORCE RESRVE	30.9	25.2	39.7		30.9	25.2	39.7	
ARMY RESERVE	39.0	42.1	34.3		39.0	42.1	34.3	
C.G. RESERVE	5.8	7.4	5.8		5.8	7.4	5.8	
MARINE RESERVE	12.7	15.6	5.2		12.7	15.6	5.2	
NAVAL RESERVE	10.0	5.9	13.2		10.0	5.9	13.2	
DONT KNOW	1.5	3.7	1.7		1.5	3.7	1.7	
--TOTAL--	100.0	100.0	100.0		100.0	100.0	100.0	
--COUNT--	927	95	212		927	95	212	

Q509 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN COAST GUARD?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)

--RESPONSES

DEFINITELY	1.2	0.3	4.3	0.1	1.2	0.2	0.5	0.5	0.2	0.2	0.5	0.2
PROBABLY	18.1	2.5	17.4	0.8	20.7	1.2	5.8	2.4	2.7	38.3	30.8	22.7
PROBABLY NOT	44.3	36.7	39.5	29.9	43.3	21.0	55.3	65.9	74.3	100.0	100.0	100.0
DEFINITELY NOT	36.4	60.3	37.2	69.1	34.7	77.6	0.2	0.4	0.1	5478	1180	3301
DONT KNOW	0.0	0.2	1.7	0.2	0	0.1	0.2	0.4	0.1	100.0	100.0	100.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301			

Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
DEFINITELY	6.5	0.9	3.7	0.1	6.1	0.3	2.1	0.5
PROBABLY	36.7	6.3	31.4	0.8	40.4	2.1	12.6	3.9
PROBABLY NOT	33.6	35.6	29.3	28.7	27.7	19.9	35.2	28.7
DEFINITELY NOT	23.0	56.9	35.0	70.1	25.7	77.5	49.8	66.6
DONT KNOW	0.2	0.3	0	0.3	0	0.2	0.3	0.2
REFUSED	0	0	0.6	0	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

Q611 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE AIR FORCE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	5.7	1.8	1.8	0	9.4	0.2	2.6	0.1
PROBABLY	32.3	7.8	27.8	2.5	34.3	3.2	12.3	4.9
PROBABLY NOT	38.7	37.1	34.5	27.8	38.4	28.9	37.4	28.5
DEFINITELY NOT	23.1	53.9	36.9	69.5	25.8	75.6	47.5	66.2
DONT KNOW	0.1	0.2	0	0.2	0	0.1	0.2	0.1
REFUSED	0	0	0.6	0	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4387	121	1859	255	3848	5478	1188
								3361

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
DEFINITELY	4.8	0.8	3.4	0.1	2.9	0.2	1.6	0.4
PROBABLY	23.0	4.8	20.7	1.0	19.1	1.2	8.6	3.0
PROBABLY NOT	38.7	33.7	34.8	26.3	40.2	19.6	34.7	27.2
DEFINITELY NOT	33.5	60.5	41.0	72.4	37.8	78.9	54.8	69.2
DONT KNOW	0.1	0.2	0	0.2	0	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

Q613 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
DEFINITELY	3.7	0.7	1.5	0.2	4.1	0.1	1.3	0.3
PROBABLY	25.2	5.1	19.1	1.1	29.1	1.9	9.3	2.9
PROBABLY NOT	37.2	34.8	39.1	28.1	33.9	20.1	35.3	29.2
DEFINITELY NOT	33.7	59.2	40.2	70.5	32.9	77.7	53.8	67.4
DONT KNOW	0.2	0.3	0	0.2	0	0.1	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

Q514 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)			

--RESPONSES

DEFINITELY	34.0	46.0	7.6	10.6	53.9	52.0	43.5	10.3	52.1
PROBABLY	38.6	27.6	60.6	33.5	35.2	28.1	29.9	35.1	28.7
PROBABLY NOT	18.4	16.3	26.2	34.9	7.1	14.4	16.7	34.1	13.9
DEFINITELY NOT	8.8	10.0	16.2	20.4	3.8	5.3	9.7	20.0	5.2
DONT KNOW	0.1	0.1	0	0.6	0	0.1	0.1	0.5	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301

Q615 - HOW LIKELY ARE YOU TO GO TO VOCATIONAL/TECHNICAL SCHOOL?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY	18.6	12.6	11.6	8.9	13.8	9.7	13.8	10.0
PROBABLY	46.3	32.5	55.4	39.0	46.5	29.6	35.4	36.9
PROBABLY NOT	25.4	35.7	25.9	34.3	27.8	37.8	33.5	37.0
23 99 DEFINITELY NOT	9.4	10.7	6.5	17.1	11.8	22.5	16.8	21.7
DONT KNOW	0.3	0.5	0	0.7	0.1	0.4	0.5	0.4
REFUSED	0	0	0.6	0	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3361



Q516 - HOW LIKELY IS IT THAT YOU WILL BE A FULLTIME HOMEMAKER?

	-----MARKET-----		MARKET-----	
	FEMALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL PROPENSITY (PCT)	
--RESPONSES				
DEFINITELY	4.7	5.8	10.5	5.7
PROBABLY	25.7	19.4	45.1	19.8
PROBABLY NOT	27.5	38.5	66.0	37.6
DEFINITELY NOT	41.4	35.9	77.3	36.4
DONT KNOW	6.7	6.4	13.1	6.4
--TOTAL--	106.0	106.0	212.0	106.0
--COUNT--	255	3046	3301	3301

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCTOBER, 1986?

-----MARKET-----  
 YOUNG MALES      OLDER MALES      FEMALES  
 POSITIVE      NEGATIVE      POSITIVE      NEGATIVE  
 PROPENSITY      PROPENSITY      PROPENSITY      PROPENSITY  
 (PCT)      (PCT)      (PCT)      (PCT)

-----MARKET-----  
 YOUNG MALES      OLDER MALES      FEMALES  
 POSITIVE      NEGATIVE      POSITIVE      NEGATIVE  
 PROPENSITY      PROPENSITY      PROPENSITY      PROPENSITY  
 (PCT)      (PCT)      (PCT)      (PCT)

-----MARKET-----  
 YOUNG MALES      OLDER MALES      FEMALES  
 POSITIVE      NEGATIVE      POSITIVE      NEGATIVE  
 PROPENSITY      PROPENSITY      PROPENSITY      PROPENSITY  
 (PCT)      (PCT)      (PCT)      (PCT)

-----MARKET-----  
 YOUNG MALES      OLDER MALES      FEMALES  
 POSITIVE      NEGATIVE      POSITIVE      NEGATIVE  
 PROPENSITY      PROPENSITY      PROPENSITY      PROPENSITY  
 (PCT)      (PCT)      (PCT)      (PCT)

--RESPONSES

SCHOOL - PARTTIME	31.5	49.1	6.3	6.5	41.1	51.2	45.4	6.5	50.5
SCHOOL - FULLTIME	11.4	7.7	12.0	6.1	11.6	11.1	8.4	6.7	11.2
WORK - PARTTIME	32.6	33.3	73.1	80.3	27.4	25.2	33.2	79.6	25.4
WORK - FULLTIME	4.4	2.6	1.9	2.9	2.7	4.2	2.9	2.8	4.0
MILITARY SERVICE	14.7	3.7	3.1	0	13.6	0.5	0.0	0.3	1.5
HOMEMAKER	0	0.1	0	0	1.0	5.3	0.1	0	5.0
OTHER	4.1	2.1	1.7	2.6	1.1	1.3	2.5	2.5	1.3
DONT KNOW	1.4	1.5	2.0	1.7	1.2	1.2	1.5	1.7	1.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301

Q520 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
AIRFORCE	28.3	32.9	38.6	38.2	30.1	38.4		
ARMY	32.5	22.4	29.2	17.9	28.6	24.8		
MARINES	20.6	21.7	10.9	17.8	21.0	13.6		
NAVY	16.5	19.3	20.2	23.0	17.6	21.3		
DONT KNOW	2.1	3.7	1.1	3.1	2.7	1.9		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	489	299	99	68	788	167		

Q521 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
WITHIN 6 MOS	11.0	7.3	7.3	8.7	12.3	5.1	8.4	8.5
6 MOS TO YEAR	10.1	10.2	20.3	10.0	17.5	13.1	12.0	12.5
1-2 YEARS	24.1	20.3	25.8	14.3	20.1	19.3	21.5	10.5
> 2 YEARS	48.5	61.7	44.7	63.7	42.1	61.0	57.6	60.0
REFUSED	0.4	0.0	1.0	2.7	0	1.5	0.5	2.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1101	2389	90	400	220	905	3490	490
								1134

--RESPONSES

Q622 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE  
IN THE MILITARY IN THE NEXT FEW YEARS?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)

--RESPONSES

LOWEST(0)	4.6	33.7	14.8	57.6	4.6	56.6	27.6	53.3	52.6			
1	3.3	10.7	5.7	10.1	1.5	10.2	9.1	9.6	9.5			
2	4.6	11.2	9.9	10.5	5.8	8.5	9.8	10.4	8.3			
3	5.8	10.9	5.0	5.3	4.4	7.5	9.8	5.2	7.3			
4	11.5	9.0	8.8	5.0	10.6	5.6	9.5	5.4	6.0			
5	23.3	11.3	29.6	7.6	22.2	5.9	13.8	9.8	7.2			
6	10.6	4.0	6.0	1.6	12.0	2.1	5.4	2.0	2.9			
7	13.2	3.6	11.6	1.1	12.4	1.4	5.6	2.2	2.2			
8	9.4	2.7	4.0	0.7	13.7	0.8	4.1	1.0	1.8			
9	5.5	0.9	0	0.2	4.1	0.5	1.9	0.2	0.8			
HIGHEST(10)	8.2	1.9	4.0	0.3	8.6	0.8	3.2	0.7	1.4			
REFUSED	0	0.1	0.6	0.1	0	0.0	0.1	0.2	0.0			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301			

Q623-BEFORE TODAY, HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	84.5	59.2	85.9	56.6	84.9	37.8	63.7	59.5	41.1			
NO	15.5	40.8	12.6	43.3	15.1	62.1	36.3	40.3	58.8			
DONT KNOW	0	0	1.5	0.1	0	0.1	0	0.2	0.1			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
---COUNT---	936	4123	117	1057	225	3020	5059	1174	3245			

--RESPONSES

Q524 - (IF Q523=YES) HOW SERIOUSLY DID YOU CONSIDER JOINING THE  
MILITARY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
VERY SERIOUSLY	34.1	23.8	40.2	32.4	37.8	17.4	26.6	33.5
SOMEWHAT SERIOUSLY	40.0	30.6	35.5	22.4	35.7	24.9	33.2	24.3
SLIGHTLY SERIOUSLY	20.5	30.3	20.8	32.4	22.8	38.1	27.0	30.7
NOT SERIOUSLY	5.3	15.2	2.9	12.7	3.8	21.5	12.5	11.3
MISSING	0	0	0	0	0	0.1	0	0
DONT KNOW	0	0.1	0	0	0	0	0.0	0
REFUSED	0.1	0	0.7	0.1	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1027	2656	104	603	223	1158	3683	707
								1381

--RESPONSES

Q671 - HOW MANY DAYS DO GUARD/RESERVES PARTICIPATE IN DRILLS EACH MONTH?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)			

--RESPONSES

1	2.4	4.7	2.0	6.1	3.6	4.1	4.2	5.7	4.0
2	34.2	37.7	57.7	55.1	31.4	27.2	37.0	55.4	27.5
3	6.2	7.2	6.9	6.0	9.4	5.9	7.0	6.1	6.2
4	9.8	11.6	14.2	9.6	12.3	10.2	11.2	10.1	10.4
5	6.1	4.9	2.6	3.3	6.2	6.0	5.2	3.2	6.1
6	1.9	2.9	2.1	0.6	3.2	1.9	2.7	0.7	2.0
7	5.8	4.0	3.1	3.4	2.8	4.3	4.4	3.4	4.1
8 +	27.4	19.6	5.2	11.5	27.3	30.4	21.3	10.9	30.2
MISSING	0.5	0.3	0	0	0	0.1	0.3	0	0.1
DONT KNOW	5.6	6.9	6.2	4.4	3.9	9.8	6.6	4.6	9.4
REFUSED	0.1	0.1	0	0	0	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	582	2154	121	1059	255	3045	2736	1180	3300



Q672 - DAYS GUARD/RESERVES SPEND IN SUMMER CAMP EACH YEAR?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)	
1-6	9.4	9.5	3.3	11.1	15.0	8.1							9.5	10.3	8.6	
7	2.0	5.9	4.9	6.3	3.8	4.9							5.1	6.2	4.8	
8-13	4.5	4.6	3.0	4.5	4.0	4.4							4.6	4.4	4.3	
14	23.8	26.5	56.5	50.2	17.5	19.1							26.0	50.9	19.0	
15-20	8.1	3.1	0.8	2.5	3.4	4.2							4.1	2.3	4.2	
21	3.0	4.6	1.9	2.5	4.1	3.6							4.3	2.5	3.6	
22-29	3.0	2.8	2.1	1.8	2.7	2.7							2.8	1.8	2.7	
30	11.2	12.1	5.9	7.4	13.3	15.0							11.9	7.2	14.8	
31-90	29.2	23.1	11.8	8.1	30.8	27.5							24.3	8.5	27.8	
MISSING	0.5	0.3	0	0	0	0.1							0.3	0	0.1	
DONT KNOW	5.2	7.5	9.2	5.5	5.4	10.4							7.0	5.9	10.0	
REFUSED	0.1	0.1	0.6	0	0	0.1							0.1	0.1	0.1	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	
--COUNT--	582	2154	121	1059	255	3045							2736	1180	3300	

--RESPONSES

24

Q673 - WHAT IS BEGINNING PAY FOR GUARD/RESERVES PER 8-HR DRILL DAY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
\$5-\$19	2.1	2.7	1.6	1.6	2.6	2.6	2.6	2.6
\$20-\$29	5.4	5.0	3.2	4.3	5.9	5.3	5.1	5.4
\$30-\$39	5.6	7.8	7.4	7.0	7.7	6.2	7.3	6.3
\$40-\$49	9.4	9.8	11.7	11.3	9.7	7.9	9.7	8.0
\$50-\$59	15.9	15.5	13.2	22.2	11.3	14.8	15.0	14.5
\$60-\$69	12.4	13.7	23.5	17.3	12.9	10.0	13.5	10.2
\$100 OR MORE	37.7	31.3	27.8	24.8	38.2	35.0	32.0	35.8
MISSING	0	0.1	0	0	0	0.1	0.1	0.1
DONT KNOW	11.5	13.8	11.7	11.5	11.3	17.5	13.3	17.0
REFUSED	0.1	0.4	0	0	0.4	0.2	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	582	2154	121	1059	255	3045	2736	3300

Q574 - WOULD AN EMPLOYER HOLD JOB FOR YOU IF YOU WERE AWAY  
3 TO 6 MONTHS FOR ACTIVE DUTY TRAINING FOR GUARD/RESERVES?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	48.8	49.0	69.4	51.5	49.7	40.4	48.9	41.0
NO	48.1	47.3	28.0	44.3	48.5	55.7	47.4	55.3
DONT KNOW	3.0	3.8	2.6	4.2	1.8	3.8	3.6	3.7
REFUSED	0.2	0	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	289	1205	97	864	98	1586	1494	1684

--RESPONSES

Q676 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY  
DURING THE TRAINING PERIOD FOR GUARD/RESERVES?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		OLDER MALES		TOTAL	TOTAL	TOTAL
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)
YES	45.0	37.8	29.0	30.2	44.7	41.8	39.1	30.1	41.9							
NO	53.7	58.4	68.6	68.9	53.3	54.7	57.5	67.0	54.6							
DONT KNOW	1.1	3.8	2.4	2.9	2.0	3.5	3.3	2.8	3.4							
REFUSED	0.2	0	0	0	0	0	0.0	0	0							
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
---COUNT---	289	1205	97	864	98	1586	1494	961	1684							

--RESPONSES

251

Q676 - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTICIPATION?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
YES	8.1	8.3	31.6	22.4	9.4	7.6	8.2	23.3
NO	76.1	79.9	58.1	65.0	81.9	78.4	79.2	64.3
DONT KNOW	15.7	11.7	10.3	12.6	8.7	14.0	12.5	12.4
REFUSED	0.2	0.0	0	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	289	1205	97	864	98	1586	1494	961

--RESPONSES

Q677 - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

-----MARKET----- MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
POSITIVE	38.9		25.8		49.2		39.3		31.9		23.1		28.3		40.3		23.6	
NEUTRAL	45.6		61.6		42.4		49.1		53.7		64.5		58.5		48.4		63.9	
NEGATIVE	11.8		7.3		5.8		7.5		12.3		6.5		8.2		7.2		6.8	
DONT KNOW	3.7		5.2		3.5		4.1		2.1		5.9		4.9		4.1		5.7	
REFUSED	0.2		0.2		0		0		0		0		0.2		0		0	
--TOTAL--	100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0	
--COUNT--	289		1265		97		864		98		1586		1494		961		1684	

--RESPONSES

Q678 - HAVE YOU TALKED WITH SUPERVISOR ABOUT EMPLOYERS  
GUARD/RESERVE POLICY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	6.3	3.6	7.8	4.5	5.6	2.6	4.1	4.9
NO	93.3	94.8	92.2	95.3	94.1	97.7	94.5	95.6
DONT KNOW	0.2	1.6	0	0.1	1.6	0.3	1.3	0.4
REFUSED	0.2	0.0	0	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	289	1205	97	864	98	1586	1494	1684

--RESPONSES

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS  
Q579 - IF YOU RECEIVED A \$2,000 BONUS FOR JOINING?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
DEFINITELY ENLIST	13.1	1.5	10.0	1.7	13.9	1.0			3.9	2.0
PROBABLY ENLIST	46.7	13.2	51.0	11.9	53.1	9.8			20.2	15.8
PROBABLY NOT ENLIST	32.0	49.5	29.7	40.1	24.3	40.5			46.1	39.1
DEFINITELY NOT ENLIST	7.0	34.7	7.9	45.9	8.7	48.0			28.9	42.1
MISSING	0.2	0.3	0	0	0	0.3			0.3	0
DONT KNOW	0.1	0.7	0	0.4	0	0.4			0.6	0.3
REFUSED	0.1	0.1	0.0	0	0	0			0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0
--COUNT--	582	2154	121	1059	255	3045			2736	1180
										3300

--RESPONSES



HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS  
Q588 - IF YOU RECEIVED A \$4,000 BONUS FOR JOINING?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	OLD MALES TOTAL (PCT)
DEFINITELY ENLIST	8.0	2.5	10.1	1.2	15.0	1.3	3.6	2.0
PROBABLY ENLIST	59.7	20.3	58.4	15.8	55.7	16.9	27.7	19.7
PROBABLY NOT ENLIST	28.2	40.6	23.3	39.6	20.2	38.7	43.2	38.1
DEFINITELY NOT ENLIST	3.9	29.6	7.5	43.2	9.1	43.6	24.8	39.9
MISSING	0	0.1	0	0	0	0.1	0.1	0
DONT KNOW	0.1	0.7	0	0.3	0	0.4	0.6	0.2
REFUSED	0.1	0.1	0.7	0	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	510	2114	107	1041	210	3007	2624	1148
								3225

--RESPONSES

HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 6 YEARS  
Q581 - IF YOU RECEIVED A \$6,000 BONUS FOR JOINING?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
DEFINITELY ENLIST	15.5	4.4	18.9	4.6	15.1	3.8	6.4	5.8
PROBABLY ENLIST	59.3	26.8	58.6	19.3	59.1	21.8	32.6	21.7
PROBABLY NOT ENLIST	22.7	40.9	15.7	36.8	19.3	35.1	37.6	35.6
DEFINITELY NOT ENLIST	2.3	27.1	6.8	39.7	7.5	40.5	22.6	36.9
DONT KNOW	0	0.7	0	0.6	0	0.4	0.6	0.6
REFUSED	0.1	0.1	0.8	0	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	468	2059	98	1027	188	2971	2527	1125
								3159

--RESPONSES

**Q582 - IS THERE A GUARD/RESERVE UNIT CLOSE ENOUGH FOR YOU TO JOIN?**

	---RESPONSES						-----MARKET-----				-----MARKET-----	
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES			
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	
YES	76.6	71.1	88.1	80.4	68.6	69.0	72.2	81.2		59.8		
NO	11.2	15.3	9.1	9.9	17.9	22.1	14.4	9.8		21.7		
MISSING	0.5	0.3	0	0	0	0.1	0.3	0		0.1		
DONT KNOW	11.8	13.3	2.8	9.7	13.6	18.8	12.9	9.0		18.4		
REFUSED	0.1	0.1	0	0	0	0	0.1	0		0		
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0		
---COUNT---	582	2154	121	1059	255	3045	2736	1180		3300		

Q583 - IF YOU MOVED, WOULD MILITARY ALLOW YOU TO TRANSFER  
UNITS OR GO INACTIVE?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	78.4	76.7	76.2	77.7	83.3	76.9	76.2	77.4
NO	12.1	15.9	10.6	13.4	11.1	14.8	16.1	13.1
MISSING	0.5	0.3	0	0	0	0.1	0.3	0.1
DONT KNOW	8.9	8.1	13.6	8.9	5.6	9.2	8.3	9.4
REFUSED	0.1	0.1	0.6	0	0	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	582	2154	121	1069	266	3046	2736	1180
								3300

--RESPONSES

25  
59

Q001 - WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?

-----MARKET-----										MARKET-----					
YOUNG MALES				OLDER MALES				FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		TOTAL (PCT)		TOTAL (PCT)	
--RESPONSES															
AIR FORCE		55.9	61.8	55.2	54.3	57.9	58.6	60.5	54.4	58.5					
ARMY		73.7	72.1	70.2	71.9	79.0	72.9	72.4	71.7	73.3					
COAST GUARD		17.5	26.6	24.3	23.9	13.3	18.5	24.7	24.0	18.1					
MARINES		58.0	60.8	61.0	57.5	52.8	57.4	60.4	57.8	57.1					
NAVY		50.3	54.4	47.3	51.7	53.0	53.5	53.5	51.3	53.5					
GUARD/RESERVES		24.9	28.7	38.1	32.4	22.0	24.6	27.9	32.9	24.4					
ALL SERVICES		12.6	20.4	18.4	18.1	9.9	13.0	18.8	18.1	12.8					
----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----															
--TOTAL--		1171	4307	121	1059	255	3048	5478	1180	3301					
--COUNT--															

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q602 - THE AIR FORCE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
YES	21.3	18.5	12.8	18.8	19.8	18.8	19.1	18.8
NO	22.5	19.4	32.8	28.9	22.5	22.8	28.1	27.4
MENTIONED IN Q601	55.9	61.8	55.2	54.4	57.9	58.8	60.8	54.5
MISSING	0	0.1	0	0.1	0	0.1	0.1	0.1
DONT KNOW	0.2	0.2	0	0	0	0.2	0.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1170	4387	121	1058	255	3048	5477	1179
								3301

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q603 - THE ARMY?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES		OLDER MALES	
	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
YES	15.5	16.0	9.3	14.3	11.0	14.6	15.9	13.8	14.3							
NO	10.7	11.0	20.5	13.7	9.9	12.5	11.5	14.4	12.3							
MENTIONED IN Q601	73.8	72.1	70.2	72.0	79.0	72.9	72.5	71.8	73.3							
MISSING	0	0.2	0	0	0	0.0	0.1	0	0.0							
DONT KNOW	0	0.0	0	0	0	0.0	0.0	0	0.0							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0
--COUNT--	1170	4307	121	1058	255	3046	5477	1179	3301							

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q604 - THE COAST GUARD?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	22.0	17.4	17.0	21.8	24.7	19.5	18.4	21.4	19.9
NO	60.4	55.8	57.3	54.0	61.6	61.6	58.7	54.3	61.6
MENTIONED IN Q601	17.5	26.6	24.3	23.9	13.3	18.5	24.7	24.0	18.1
MISSING	0.0	0.1	0	0.1	0.4	0.1	0.1	0.1	0.2
DONT KNOW	0.0	0.1	1.5	0.1	0	0.2	0.0	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	1170	4307	121	1058	255	3046	5477	1179	3301

--RESPONSES



DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q605 - THE MARINE CORPS?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		MARKET	
													YOUNG MALES	OLDER MALES
YES	22.2	19.6	21.1	17.3	21.5	17.9	20.1	17.7	18.2					
NO	19.1	19.5	18.0	25.1	25.2	24.5	19.4	24.4	24.6					
264 MENTIONED IN Q601	58.6	60.8	61.0	57.5	52.8	57.4	60.4	57.9	57.1					
MISSING	0	0.1	0	0	0	0.1	0.1	0	0.0					
DONT KNOW	0	0.0	0	0.1	0.5	0.1	0.0	0.1	0.2					
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
--COUNT--	1170	4307	121	1058	255	3045	5477	1179	3300					

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q606 - THE NAVY?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

YES	20.3	18.9	22.4	16.1	19.9	17.4	19.2	16.7	17.6
NO	29.3	26.5	30.2	32.1	27.1	29.0	27.1	31.9	28.8
MENTIONED IN Q601	50.3	54.4	47.3	51.8	53.0	53.5	53.5	51.3	53.5
MISSING	0	0.1	0	0	0	0	0.1	0	0
DONT KNOW	0.1	0.1	0	0	0	0.1	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1170	4307	121	1058	255	3045	5477	1179	3300

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q607 - THE NATIONAL GUARD/RESERVES?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLD MALES			FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
YES	39.8	30.9	31.0	30.5	36.4	26.8			32.7	30.5
NO	35.0	40.0	30.1	37.0	41.6	48.3			39.0	36.3
MENTIONED IN Q601	25.0	28.7	38.1	32.4	22.0	24.6			27.9	33.0
MISSING	0	0.0	0	0.1	0	0.0			0.0	0.1
DONT KNOW	0.2	0.4	0.8	0.1	0	0.2			0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0
--COUNT--	1170	4307	121	1058	255	3040			5477	1179
										3301

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...  
Q608 - ONE AD FOR ALL THE SERVICES?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)
YES	41.4	39.5	36.7	35.8	42.3	37.3	39.9	35.9	37.7			
NO	45.9	39.8	44.9	45.9	47.4	49.5	41.1	45.8	49.3			
MENTIONED IN Q601	12.6	20.4	18.4	18.1	9.9	13.0	18.8	18.1	12.8			
MISSING	0	0.1	0	0.2	0	0	0.1	0.1	0			
DONT KNOW	0.1	0.1	0	0.1	0.4	0.2	0.1	0.1	0.2			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1170	4307	121	1058	255	3046	5477	1179	3301			

--RESPONSES

Tables for question 609A--609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q010 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
AIR FORCE	7.5	8.3	13.5	10.6	12.7	10.4	8.1	10.9
ARMY	35.6	32.5	30.5	30.2	32.5	35.3	33.1	30.3
MARINES	12.9	13.2	11.0	8.6	17.1	12.8	13.1	8.9
NAVY	31.9	34.1	33.5	35.3	23.2	23.5	33.0	35.1
ALL 4-SAME AD	6.2	6.5	5.7	6.7	6.2	7.4	6.5	6.6
MISSING	1.2	0.5	0	0.8	0.3	0.5	0.6	0.7
DONT KNOW	4.7	5.0	5.1	7.6	7.9	10.0	4.9	7.3
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3048	5478	1180
								3301

--RESPONSES

Q611 - WHO USES THE SLOGAN, "THE FEW. THE PROUD. THE BLANK?"

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
---RESPONSES																
AIR FORCE	2.0	2.0	3.3	2.4	2.9	3.6	2.6	2.5	3.7				2.6	2.5	3.7	
ARMY	6.0	3.7	4.9	2.6	6.7	6.0	2.9	2.9	6.1				4.2	2.9	6.1	
MARINES	80.7	85.5	76.5	84.3	65.0	72.7	83.6	83.6	72.1				84.5	83.6	72.1	
NAVY	4.0	2.0	7.3	2.1	12.0	5.3	2.9	2.6	5.8				2.9	2.6	5.8	
ALL 4-SAME AD	1.9	1.6	0.6	2.0	5.6	2.9	1.7	1.9	3.1				1.7	1.9	3.1	
MISSING	0.6	0.9	2.3	0.4	0.5	0.6	0.9	0.6	0.6				0.9	0.6	0.6	
DONT KNOW	4.9	3.6	5.1	0.1	7.4	8.8	3.8	6.0	8.7				3.8	6.0	8.7	
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0				0.0	0.1	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
--COUNT--	1171	4307	121	1059	255	3040	5478	1180	3301				5478	1180	3301	

Q612 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)

--RESPONSES

AIR FORCE	4.0	4.1	7.4	7.0	6.7	4.8	4.1	7.0	5.0
ARMY	78.1	77.9	73.2	68.2	73.0	74.8	77.9	68.7	74.7
MARINES	5.5	5.2	4.8	6.0	5.5	3.5	5.2	5.8	3.7
NAVY	4.9	4.4	4.5	6.5	6.7	6.1	4.5	6.3	6.1
ALL 4-SAME AD	4.5	5.1	3.5	4.3	6.7	6.3	5.0	4.2	6.4
MISSING	1.2	0.7	0	1.4	0.8	0.8	0.8	1.3	0.8
DONT KNOW	1.7	2.6	6.6	6.5	0.6	3.6	2.4	6.5	3.4
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301





Q013A - WHO USES THE SLOGAN, "WERE LOOKING FOR A FEW GOOD MEN"?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES								
AIR FORCE	5.9	3.8	1.8	2.8	5.0	6.1	4.3	2.7
ARMY	14.9	14.0	17.9	14.7	20.3	21.8	14.2	15.0
MARINES	57.7	60.0	69.8	67.8	41.7	35.2	59.5	68.0
NAVY	8.0	8.0	3.9	4.1	13.7	12.7	8.6	4.0
ALL 4-SAME AD	6.3	4.0	1.0	3.4	9.8	7.1	5.0	3.2
MISSING	0.0	0.9	0.7	0.7	0	0.7	0.9	0.7
DONT KNOW	0.0	7.9	4.1	6.4	9.5	16.5	7.5	6.1
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1180
								3301

Q614 - WHO USES THE SLOGAN, "ITS A GREAT PLACE TO START"?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
AIR FORCE	10.2	9.9	11.7	10.3	7.4	9.4	9.9	9.2
ARMY	41.3	38.0	37.4	39.1	25.0	30.0	38.7	30.4
MARINES	6.7	6.9	8.2	5.5	12.9	9.6	6.9	9.9
NAVY	14.2	14.0	12.4	14.0	14.6	14.6	14.0	14.6
ALL 4-SAME AD	16.0	18.8	14.5	12.4	15.9	16.0	18.2	16.0
MISSING	0.3	0.5	4.0	0.8	0	0.4	0.5	0.4
DONT KNOW	11.4	11.8	11.8	17.8	14.1	20.0	11.7	19.6
REFUSED	0	0.1	0	0.1	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

--RESPONSES

Q016 - WHO USES THE SLOGAN, "AIM HIGH. BLANK?"

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	87.8	87.4	82.9	88.3	81.7	74.2	87.5	80.6	87.5	74.8
ARMY	3.8	2.8	4.7	3.2	6.3	5.6	3.8	3.3	3.8	5.7
MARINES	1.7	2.1	3.1	3.3	3.8	4.8	2.8	3.3	2.8	4.7
NAVY	1.9	2.4	5.3	2.8	1.7	4.4	2.3	3.8	2.3	4.1
ALL 4-SAME AD	1.2	1.1	1.8	1.2	1.8	2.1	1.1	1.3	1.1	2.1
MISSING	1.8	8.8	8	8.8	8	8.3	8.7	8.7	8.7	8.3
DONT KNOW	2.8	3.5	2.2	8.4	5.8	8.8	3.4	7.7	3.4	8.4
REFUSED	8	8.8	8	8.1	8	8.8	8.8	8.1	8.8	8.8
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1171	4387	121	1889	255	3848	5478	1188	5478	3381

--RESPONSES

Q616 - SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR BILLBOARDS FOR THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	78.0	74.4	82.0	71.9	75.2	72.7		
NO	21.8	25.4	17.6	27.8	24.7	27.0		
DONT KNOW	0.1	0.2	0.4	0.2	0.2	0.3		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1171	4307	265	3045	5478	3300		

--RESPONSES

Q017 - (IF Q016=YES) FOR WHICH SERVICES DID YOU SEE MAGAZINE/NEWSPAPER/BILLBOARD ADS?

--RESPONSES	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)
ARMY	65.2	64.3	67.6	67.7	64.5	67.7		67.7
NAVY	31.3	34.7	32.3	31.1	33.9	31.2		31.2
AIR FORCE	48.4	46.7	45.0	38.4	47.0	39.0		39.0
MARINES	47.7	43.6	46.2	39.7	44.5	40.3		40.3
COAST GUARD	5.9	6.3	2.9	5.3	6.2	5.1		5.1
ALL ACTIVE	18.9	21.4	16.4	16.1	20.9	16.6		16.6
ARMY NG	4.0	3.8	1.1	3.3	3.8	3.1		3.1
ARMY RESERVE	3.4	2.6	1.2	1.9	2.7	1.9		1.9
NAVY RESERVE	1.0	0.8	0.3	0.2	0.9	0.2		0.2
AIR NG	1.3	1.2	1.1	1.4	1.2	1.3		1.3
AIR FORCE RESERVE	1.5	0.8	1.0	0.8	0.9	0.8		0.8
MARINE RESERVE	1.1	0.5	0.7	0.5	0.6	0.5		0.5
ALL RESERVE/NG	5.4	4.7	4.2	3.6	4.8	3.7		3.7
---TOTAL---	----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----							
---COUNT---	920	3228	210	2178	4148	2388		

Q618 - SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	87.2	85.9	88.3	84.7	86.2			85.0
NO	12.0	13.8	11.3	15.1	13.6			14.8
DONT KNOW	0.2	0.2	0.4	0.2	0.2			0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0			100.0
--COUNT--	1171	4307	255	3045	5478			3300

--RESPONSES

Q619- (IF Q618=YES) FOR WHICH SERVICES DID YOU HEAR/SEE RADIO OR TV ADS?

--RESPONSES	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
ARMY	67.8	60.9	68.7	66.1	62.3	66.3	66.3	66.3
NAVY	40.9	41.0	36.8	39.6	41.0	39.3	39.3	39.3
AIR FORCE	50.7	48.7	48.6	44.8	49.1	45.1	45.1	45.1
MARINES	52.2	48.8	46.1	45.8	49.5	45.8	45.8	45.8
COAST GUARD	10.6	12.2	9.3	9.1	11.9	9.1	9.1	9.1
ALL SERVICES	27.7	34.8	23.9	27.7	33.3	27.4	27.4	27.4
ARMY NG	7.2	6.5	5.1	3.6	6.6	3.7	3.7	3.7
ARMY RESERVE	3.9	4.2	2.1	3.1	4.1	3.0	3.0	3.0
NAVAL RESERVE	1.0	1.5	0.3	1.0	1.4	1.0	1.0	1.0
AIR NG	2.3	2.7	0.5	1.4	2.6	1.4	1.4	1.4
AIR FORCE RESERVE	1.0	1.7	0.7	0.8	1.6	0.8	0.8	0.8
MARINE RESERVE	1.0	1.3	0.5	0.7	1.3	0.7	0.7	0.7
ALL RESERVE/NG	7.9	8.0	5.0	5.7	8.5	5.7	5.7	5.7
---TOTAL---	----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----							
---COUNT---	1023	3718	225	2576	4741	2801	2801	2801



Q620 - HAVE YOU RECEIVED MILITARY LITERATURE IN THE MAIL WITHOUT REQUESTING IT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	42.2	47.3	17.1	28.4	46.2	27.5		
NO	57.8	52.6	82.9	71.5	53.7	72.4		
DONT KNOW	0.0	0.1	0	0.2	0.1	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1171	4307	255	3045	5478	3300		

--RESPONSES

Q621 - (IF Q620=YES) FOR WHICH SERVICE DID YOU RECEIVE UNSOLICITED MAIL?

-----MARKET----- MARKET-----

	YOUNG MALES		FEMALES		YOUNG MALES	FEMALES
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

AIR FORCE	33.3	33.2	20.9	29.2	33.2	28.8
ARMY	63.2	63.5	64.5	62.3	63.5	62.4
MARINES	49.5	42.3	13.9	15.5	43.7	15.5
NAVY	30.3	34.7	12.6	17.5	33.9	17.3
ALL SERVICES	8.4	9.1	8.1	5.8	9.0	5.9
NATL GUARD	6.8	6.2	0	4.4	6.3	4.2
RESERVES	3.9	4.3	3.3	3.5	4.2	3.5

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

489	2043	45	850	2532	895
-----	------	----	-----	------	-----

--TOTAL--

--COUNT--

Q622 - EVER MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	4.6	1.9	5.4	0.9	2.5			1.2
NO	95.4	98.1	94.6	99.1	97.5			98.7
DONT KNOW	0.1	0.0	0	0.0	0.0			0.0
REFUSED	0	0.0	0	0	0.0			0
--TOTAL--	100.0	100.0	100.0	100.0	100.0			100.0
--COUNT--	1171	4367	255	3045	5478			3300

--RESPONSES

Q623 (IF Q622=YES) FOR WHICH SERVICES DID YOU (MAKE A TOLL-FREE) CALL ABOUT?

-----MARKET-----

YOUNG MALES                      FEMALES                      YOUNG MALES                      FEMALES

POSITIVE    NEGATIVE    POSITIVE    NEGATIVE    POSITIVE    NEGATIVE    POSITIVE    NEGATIVE

PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY    PROPSITY

(PCT)       (PCT)       (PCT)       (PCT)       (PCT)       (PCT)       (PCT)       (PCT)

--RESPONSES

AIR FORCE	18.0	27.5	33.6	35.8	23.8	35.1
ARMY	34.8	32.4	35.0	31.5	33.4	32.6
MARINES	25.1	18.2	9.1	9.5	20.9	9.4
NAVY	27.5	31.4	28.9	16.4	29.9	20.5
ALL SERVICES	0	3.3	0	0	2.0	0
NATL GUARD	17.2	0.9	15.1	4.2	7.1	7.8
RESERVES	3.9	4.4	0	9.5	4.2	6.4

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL--                      63                      85                      14                      29                      148                      43

--COUNT--

Q625 - EVER SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	17.7	7.9	16.3	3.0	9.9	4.0		
NO	82.3	92.1	83.1	96.9	90.1	95.9		
DONT KNOW	0	0	0.6	0.1	0	0.1		
REFUSED	0	0.0	0	0	0.0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1171	4307	255	3045	5478	3300		

--RESPONSES

Q626 - (IF Q625=YES) FOR WHICH SERVICES DID YOU MAIL IN A POSTCARD/COUPON?

-----MARKET----- MARKET-----

	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)

--RESPONSES

AIR FORCE	26.3	34.2	41.2	34.4	31.3	36.6
ARMY	46.8	38.2	54.2	46.3	41.4	48.8
MARINES	32.8	33.6	4.0	16.1	33.3	12.3
NAVY	17.6	19.1	14.0	21.0	18.6	18.8
ALL SERVICES	2.1	1.7	0	5.1	1.8	3.5
NATL GUARD	5.5	2.4	4.5	4.7	3.5	4.6
RESERVES	3.8	3.8	3.8	4.6	3.8	4.3

----- QUESTION PERMITTED AS MANY AS 7 RESPONSES -----

--TOTAL--

226	354	44	99	580	143
-----	-----	----	----	-----	-----

--COUNT--

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES	51.1	37.2	52.3	38.3	45.2	20.0	40.1	39.7
NO	48.9	62.8	47.7	61.4	54.8	80.0	59.9	60.0
DONT KNOW	0	0.0	0	0.2	0	0.0	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3048	5478	1180
								3301

--RESPONSES

Q629 - (IF Q628=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

		MARKET-----				MARKET-----			
		YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
		POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
								OLD MALES	FEMALES
								MALES	MALES
								TOTAL (PCT)	TOTAL (PCT)
--RESPONSES									
AIR FORCE		23.7	24.5	14.9	29.7	30.1	27.8	24.3	27.8
ARMY		54.2	53.5	50.9	48.4	50.6	54.5	53.7	49.5
MARINES		29.2	31.3	29.7	28.6	16.4	18.6	30.7	28.8
NAVY		24.4	30.0	24.2	29.9	16.4	18.2	28.5	29.2
--TOTAL--									
--COUNT--									
		608	1602	66	413	118	606	2208	479



Q636 - MIGHT YOU TALK TO RECRUITER IN THE FUTURE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES
YES	77.4	27.3	66.6	16.6	85.7	17.0	35.8	14.5	20.7			
NO	19.9	70.3	33.7	87.7	13.5	81.1	61.7	83.4	77.4			
DONT KNOW	2.6	2.4	4.4	1.6	0.7	1.9	2.5	1.8	1.8			
REFUSED	0	0	1.3	0.2	0	0	0	0.3	0			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	565	2705	55	646	137	2440	3270	701	2577			

--RESPONSES

Q631 - DID THE AIR FORCE RECRUITER (YOU TALKED TO) REPRESENT THE...

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
ACTIVE AIR FORCE	52.7	72.0	71.2	85.4	59.5	64.4	67.0	84.4	63.6			
AIR RESERVE	14.2	10.7	9.6	3.1	7.6	10.2	11.6	3.5	9.7			
AIR NG	16.9	2.3	0	1.5	3.2	7.4	6.1	1.4	6.7			
2+ OF ABOVE	9.9	8.9	19.2	6.1	23.2	4.8	9.2	7.0	7.9			
DONT KNOW	6.2	6.0	0	3.9	6.5	13.2	6.1	3.7	12.1			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	144	407	9	122	37	169	551	131	206			

--RESPONSES

AD-A169 245 YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1985

AD-A169 245 YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1985

AD-A169 243 YOUTH ATTITUDE TRACKING STUDY II: WAVE 10 THE  
SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

RESEARCH TRIANGLE PARK NC R N BRAY ET AL. FEB 86

UNCLASSIFIED RT1/3365/05-01FR MDA903-83-C-0172

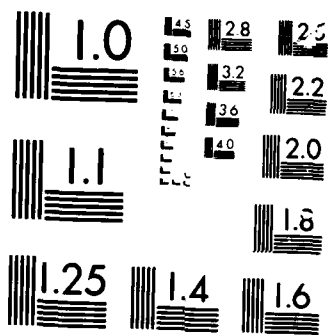
UNCLASSIFIED RT1/3365/05-01FR MDA903-83-C-0172

UNCLASSIFIED RTI/3365/05-01FR MDA903-83-C-0172 F/G 5/10

UNCLASSIFIED RTI/3365/05-01FR MDA903-83-C-0172 F/G 5/10 NL

4/5

A 10x10 grid of squares, with the top-left square missing, forming a shape resembling a staircase or a corner.



MICROCOPY

CHART

Q632 - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

-----MARKET----- MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES		OLDER MALES			
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES
RECRUITER CALLED	11.3	19.2	13.1	4.8	5.1	8.8	17.1	5.4	8.1									
CALLED RECRUITER	8.3	4.7	18.5	10.4	23.3	8.4	5.7	11.0	10.9									
RECRUITING STATION	12.0	16.3	36.9	38.5	30.6	21.7	15.2	38.4	23.2									
JOB FAIR	3.8	3.6	0	0.9	2.6	3.3	3.7	0.8	3.1									
AT SCHOOL	56.0	45.5	10.3	41.2	38.3	51.2	48.2	39.0	49.0									
OTHER WAY	8.6	10.7	21.3	4.2	0	6.8	10.1	5.4	5.6									
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
--COUNT--	144	407	9	122	37	169	551	131	206									

--RESPONSES

Q633TIME -NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
UP TO 1 MONTH	14.0	8.8	0	0	16.4	7.1	10.2	0
ONE MONTH	7.0	7.0	0	2.0	6.9	5.0	7.0	1.0
2 MONTHS	5.5	7.3	0	0	1.4	2.4	6.8	0
3 MONTHS	1.9	3.9	0	0.9	12.8	3.2	3.4	0.9
4 TO 6 MONTHS	23.2	14.6	0	3.0	13.1	15.1	16.8	2.8
7 TO 12 MONTHS	22.1	20.0	0	5.7	4.0	16.4	20.0	5.3
13 TO 18 MONTHS	10.7	15.5	24.4	1.1	14.6	15.5	15.8	2.0
19 TO 24 MONTHS	3.0	7.4	0	1.9	18.0	5.3	6.3	1.7
25 MONTHS OR MORE	0.5	15.5	75.6	85.6	12.2	30.1	13.2	84.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	132	372	7	105	36	150	504	112

--RESPONSES

Q634 - DID THE ARMY RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
ACTIVE ARMY	44.1	64.6	72.2	75.2	42.1	42.1	59.1	74.8
ARMY RESERVE	24.6	14.4	26.6	8.2	32.1	26.4	17.2	16.6
ARMY NG	11.9	3.6	3.5	2.8	8.0	9.9	5.8	2.9
2+ OF ABOVE	14.3	13.5	4.4	7.8	9.6	12.6	13.7	7.3
DONT KNOW	5.6	3.7	6	5.9	8.3	9.6	4.1	5.6
REFUSED	6	6.2	6	6	6	6	6.1	6
--TOTAL--	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6
--COUNT--	329	844	38	199	59	318	1173	237
								377

Q635 - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
RECRUITER CALLED	20.7	33.2	10.1	15.0	9.9	20.5	29.8	14.3
CALLED RECRUITER	7.5	6.4	10.3	9.8	12.9	6.1	6.7	10.8
RECRUITING STATION	18.1	15.9	30.5	29.0	6.9	11.1	10.6	29.2
JOB FAIR	0.4	0.9	1.5	1.4	7.7	1.0	0.8	1.4
AT SCHOOL	37.3	36.5	28.3	32.4	53.2	48.1	36.8	31.8
OTHER WAY	15.2	7.1	13.3	12.0	9.5	4.0	9.3	12.2
DONT KNOW	0.7	0.1	0	0.4	0	0	0.2	0.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	329	844	38	199	59	318	1173	237

---RESPONSES



Q030TIME -NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES (PCT)
UP TO 1 MONTH	14.3	8.4	2.7	0.8	19.1	7.9	10.0	1.1
ONE MONTH	9.2	8.2	2.9	0	8.0	7.8	8.5	0.5
2 MONTHS	10.5	6.0	3.4	0	4.5	5.5	7.2	0.6
3 MONTHS	8.3	6.4	2.7	1.0	6.6	6.4	6.9	1.8
4 TO 6 MONTHS	13.0	16.1	4.0	0.7	18.6	17.7	15.3	1.2
7 TO 12 MONTHS	14.9	14.7	7.6	1.7	11.0	13.9	14.8	2.7
13 TO 18 MONTHS	14.2	13.9	19.3	2.9	17.7	14.6	14.0	5.6
19 TO 24 MONTHS	3.7	6.4	4.9	0	3.3	5.2	5.7	0.8
25 MONTHS OR MORE	11.9	19.9	52.5	92.3	11.3	21.1	17.8	85.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	306	783	34	163	51	292	1089	197

Q837 - DID THE MARINE CORPS RECRUITER REPRESENT THE...

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
ACTIVE MARINES	44.1	61.8	60.3	73.3	35.6	51.1	57.3	71.5
MARINE RESERVES	19.4	12.2	0	2.0	21.3	22.9	14.0	1.8
BOTH	32.5	19.1	39.7	19.6	27.3	22.1	22.5	22.3
MISSING	0	0	0	0	10.0	0	0	0
DONT KNOW	4.0	7.0	0	5.1	5.8	3.9	6.2	4.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	188	495	19	118	19	118	683	137
								48.9
								22.7
								22.8
								1.4
								4.2
								100.0
								135

Q638 - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
RECRUITER CALLED	18.9	30.5	6.6	13.6	6.6	15.6	27.6	12.7
CALLED RECRUITER	6.6	4.3	3.8	6.4	4.3	1.5	4.8	6.1
RECRUITING STATION	13.0	18.1	49.2	35.4	11.1	12.7	16.8	37.3
JOB FAIR	1.3	1.0	12.2	2.4	6	1.6	1.1	3.7
AT SCHOOL	49.4	37.0	8.8	26.6	50.4	51.9	40.1	24.2
OTHER WAY	10.5	8.7	19.4	13.7	11.8	17.3	9.2	14.5
MISSING	0	0	0	0	10.6	0	0	0
DONT KNOW	0.4	0.5	0	1.8	6.8	0	0.5	1.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	188	496	19	118	19	116	684	137
								135

--RESPONSES

Q639TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD TOTAL (PCT)
UP TO 1 MONTH	14.8	14.2	11.4	0	21.6	9.3	14.3	1.8
ONE MONTH	15.3	10.9	0	0	6.1	6.4	12.0	0
2 MONTHS	9.0	6.0	6.3	0	28.5	2.8	6.7	1.0
3 MONTHS	8.7	6.9	10.1	0	0	6.1	7.3	1.6
4 TO 6 MONTHS	16.1	12.8	0	1.2	10.8	23.5	13.6	1.0
7 TO 12 MONTHS	16.2	14.4	5.3	2.4	7.3	10.8	14.8	2.9
13 TO 18 MONTHS	8.4	11.8	9.9	3.7	25.7	23.0	11.0	4.7
19 TO 24 MONTHS	5.1	7.8	0	1.0	0	6.3	7.1	0.9
25 MONTHS OR MORE	6.3	15.4	57.1	91.6	0	11.3	13.1	86.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	171	461	17	94	12	105	632	111

--RESPONSES

Q640 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
ACTIVE NAVY	56.3	67.8	71.3	77.4	55.9	42.6	65.2	76.7
NAVAL RESERVES	16.7	8.2	11.5	5.6	12.4	29.4	10.1	6.2
BOTH	23.0	16.9	17.2	13.5	23.2	17.2	18.3	13.9
DONT KNOW	4.1	7.1	0	3.6	8.6	10.8	6.4	3.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	149	454	18	128	22	110	603	146
								132

--RESPONSES

Q641 - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
RECRUITER CALLED	25.0	33.2	4.8	12.3	0	11.7	31.4	11.5
CALLED RECRUITER	4.2	5.7	11.8	9.6	3.1	14.3	5.3	9.9
RECRUITING STATION	19.0	17.7	37.2	41.1	18.7	8.4	18.0	40.7
JOB FAIR	4.5	0.9	0	0.9	2.0	4.9	1.7	0.8
AT SCHOOL	42.7	35.0	33.3	23.5	63.0	53.5	36.8	24.6
OTHER WAY	3.0	6.9	12.8	12.0	13.1	5.7	6.0	12.1
DONT KNOW	1.6	0.5	0	0.6	0	1.5	0.8	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	149	454	18	128	22	110	603	146
								132

Q642TIME -NO. OF MONTHS SINCE TALKED WITH NAVY RECRUITER

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
UP TO 1 MONTH	25.6	10.5	5.9	0.9	22.8	8.0	13.9	1.6
ONE MONTH	11.3	9.3	0	0	5.7	4.7	9.7	0
2 MONTHS	0.0	8.2	7.5	0	0	3.0	7.7	0.9
3 MONTHS	5.1	8.9	0	0	9.3	4.8	8.0	0
4 TO 6 MONTHS	16.6	11.7	6.2	0	3.7	18.0	12.8	0.8
7 TO 12 MONTHS	12.0	14.0	6.2	3.1	7.4	19.8	13.5	3.5
13 TO 18 MONTHS	9.6	16.6	9.1	3.5	32.0	15.1	15.0	4.2
19 TO 24 MONTHS	5.1	7.0	9.3	0.8	6.6	2.4	6.5	1.8
25 MONTHS OR MORE	8.8	13.9	55.7	91.5	12.0	24.2	12.7	67.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	137	421	17	108	19	94	558	125
								113

--RESPONSES

Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
--RESPONSES								
CASH BONUS	10.9	12.7	20.4	14.7	6.4	8.4	12.2	15.5
MONEY FOR EDUCATION	38.4	41.0	16.4	27.0	42.9	43.9	40.3	25.6
GUARANTEED TRAINING	10.7	9.1	10.2	6.1	4.3	6.5	9.5	6.7
2 YEAR ENLISTMENT	2.5	1.4	0	2.8	0.8	0.9	1.7	2.4
GUARANTEED TRNG LOCATION	2.2	2.2	1.7	2.7	2.1	1.9	2.2	2.6
ASSURED JOB ASSIGNMENT	4.8	4.1	8.6	5.8	5.6	5.1	4.3	6.2
ADVANCE PAY GRADE	1.8	1.7	1.8	2.3	0.8	1.7	1.7	2.2
GOOD PAY	12.5	12.4	10.1	4.5	18.4	11.9	12.4	5.2
TRAVEL	12.6	11.3	13.0	11.9	10.0	9.3	11.7	12.0
(CONTINUED)								



Q644 - WHICH ENLISTMENT OPTIONS/ADVANTAGES DO YOU REMEMBER?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
ADVENTURE	4.0	2.0	1.0	1.3	3.3	3.0	2.5	1.3
JOB SATISFACTION	6.7	4.0	4.0	3.1	4.0	3.0	4.5	3.3
GOOD COWORKERS	1.3	1.3	0	0.0	0	1.7	1.3	0.7
LEADERSHIP TRAINING	3.2	2.0	2.0	4.7	5.0	2.2	2.0	4.4
EQUAL OPPORTUNITY	0.3	0.3	0	0.0	0	0.0	0.3	0.5
SKILLS TRAINING	11.0	10.0	6.0	9.7	19.0	9.0	10.7	9.3
OTHER	24.0	19.1	25.0	22.7	20.4	19.1	20.0	23.1
--TOTAL--	QUESTION PERMITTED AS MANY AS 8 RESPONSES							
--COUNT--	600	1002	60	413	110	600	2200	470
								724

Q045 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	21.6	20.2	30.4	19.3	16.5	14.2	20.4	20.4	20.4	20.4	14.4	14.4
NO	78.3	79.0	68.2	80.3	83.2	85.4	79.3	79.3	79.0	79.0	85.3	85.3
DONT KNOW	0.2	0.2	1.4	0.4	0.3	0.4	0.2	0.2	0.5	0.5	0.4	0.4
REFUSED	0	0.0	0	0.1	0	0	0.0	0.0	0.1	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5470	5470	1100	1100	3301	3301

--RESPONSES

Q046 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME ?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)
YES	78.6	38.1	61.6	11.1	85.7	17.2	48.8	15.5	22.3			
NO	17.6	66.3	32.5	87.4	13.2	88.5	56.3	82.6	76.5			
DONT KNOW	4.4	3.6	5.6	1.4	1.1	2.3	3.8	1.7	2.2			
REFUSED	0	0	0.9	0.1	0	0	0	0.2	0			
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
---COUNT---	917	3452	83	852	211	2616	4369	935	2827			

---RESPONSES

Q647 - (IF YES TO Q645) WHERE DID YOU TAKE THE ASVAB?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
AT HIGH SCHOOL	85.8	64.6	27.1	43.7	71.8	89.4	64.7	41.2
AT MEPS	38.4	28.6	48.2	44.8	28.2	7.5	28.6	46.3
ELSEWHERE	4.5	7.3	24.7	18.5	8	3.1	6.7	12.7
DONT KNOW	8	8.1	8	8.9	8	8	8.1	8.8
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	254	855	38	267	44	438	1189	245
								474

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q049 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
EXTREMELY IMPORTANT	14.9	16.6	25.6	25.5	13.8	22.3	16.2	25.5
VERY IMPORTANT	27.8	30.1	29.7	30.7	19.6	31.1	29.6	30.6
SOMEWHAT IMPORTANT	40.3	39.2	30.7	32.4	41.8	35.4	39.5	32.3
NOT IMPORTANT	16.9	13.9	13.9	11.1	24.5	11.0	14.5	11.3
MISSING	0	0.1	0	0.1	0.4	0.1	0.1	0.1
DONT KNOW	0.0	0.1	0	0.2	0	0.1	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q650 - BEING ABLE TO STAY NEAR FAMILY AND FRIENDS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
---	5.5	2.7	1.8	1.1	5.6	2.5	3.3	1.2
MILITARY JOB								2.8
CIVILIAN JOB	54.2	62.5	51.2	63.3	41.0	59.3	60.8	62.1
EITHER ONE	39.3	34.3	46.2	35.0	51.5	37.0	35.3	36.2
MISSING	0	0.1	0	0.1	0.4	0.1	0.1	0.1
DONT KNOW	0.9	0.3	0.8	0.3	1.5	0.5	0.5	0.4
REFUSED	0	0.1	0	0.1	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q651 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)

--RESPONSES

EXTREMELY IMPORTANT	33.1	18.0	29.3	20.1	32.9	16.5	21.1	21.0	16.8
VERY IMPORTANT	39.1	37.4	50.3	37.6	37.8	35.9	37.8	39.8	36.0
SOMEWHAT IMPORTANT	24.3	38.9	18.6	36.5	25.7	42.6	35.8	34.7	41.3
NOT IMPORTANT	2.0	4.7	0	4.8	1.0	5.3	4.3	4.3	4.9
MISSING	0.3	0.8	1.1	0.3	2.6	0.5	0.7	0.4	0.7
DONT KNOW	0.3	0.2	0.7	0.6	0	0.3	0.2	0.6	0.2
REFUSED	0	0.1	0	0.1	0	0	0.1	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4367	121	1059	255	3040	5478	1100	3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q662 - BEING ABLE TO DO SOMETHING FOR YOUR COUNTRY?

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)
---RESPONSES									
MILITARY JOB	57.1	49.0	44.3	41.5	51.8	48.9	50.7	41.7	49.1
CIVILIAN JOB	2.3	5.9	2.7	7.1	2.1	5.1	5.1	6.7	4.9
EITHER ONE	40.2	43.9	51.2	50.3	43.5	44.9	43.1	50.4	44.8
MISSING	0.3	0.8	1.1	0.3	2.0	0.6	0.7	0.4	0.7
DONT KNOW	0.2	0.2	0.7	0.7	0	0.5	0.2	0.7	0.4
REFUSED	0	0.1	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301



IN CHOOSING A JOB, HOW IMPORTANT IS....  
Q853 - BEING ABLE TO GET MONEY FOR EDUCATION?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
EXTREMELY IMPORTANT	33.2	25.8	23.2	15.8	48.8	30.6	27.4	16.6
VERY IMPORTANT	38.6	36.4	41.0	32.0	34.8	39.1	36.8	32.9
SOMEWHAT IMPORTANT	21.7	28.4	25.7	35.1	14.2	24.8	27.0	34.2
NOT IMPORTANT	6.2	9.0	8.8	16.3	1.4	4.9	8.4	15.6
MISSING	0.4	0.4	1.2	0.3	0.4	0.4	0.4	0.4
DONT KNOW	0.0	0.1	0	0.2	0.4	0.1	0.1	0.2
REFUSED	0	0.0	0	0.2	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

-----MARKET-----

MILITARY JOB	40.2	32.7	44.2	37.7	40.8	33.7	34.2	38.3	34.3
CIVILIAN JOB	7.5	11.4	6.7	9.9	5.2	8.3	10.6	9.6	8.1
EITHER ONE	51.7	55.3	47.9	51.4	53.6	56.8	54.5	51.1	56.5
MISSING	0.4	0.4	1.2	0.3	0.4	0.4	0.4	0.4	0.4
DONT KNOW	0.3	0.2	0	0.6	0	0.8	0.2	0.5	0.7
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3048	5478	1180	3301

MISSING

**DONT KNOW**

**REFUSED**

---TOTAL---

--COUNT--

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q666 - PERSONAL FREEDOM?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	37.3	39.8	34.4	41.0	40.4	41.2	39.3	40.4
VERY IMPORTANT	41.4	43.6	43.6	41.5	33.7	41.7	43.1	41.7
SOMEWHAT IMPORTANT	17.0	14.1	16.9	13.8	22.7	14.6	14.7	14.1
NOT IMPORTANT	3.0	1.9	2.7	2.9	2.0	1.0	2.1	2.9
MISSING	0.9	0.5	0.9	0.3	1.1	0.8	0.6	0.3
DONT KNOW	0.3	0.1	1.5	0.4	0	0.1	0.1	0.5
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1180

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q856 - PERSONAL FREEDOM?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
---RESPONSES---								
MILITARY JOB	8.8	3.2	2.9	1.7	8.7	3.3	4.4	3.8
CIVILIAN JOB	44.7	59.5	40.4	58.5	36.9	51.4	56.4	50.3
EITHER ONE	44.6	36.3	54.4	38.8	51.8	43.9	39.1	44.5
MISSING	0.9	0.5	0.9	0.3	1.1	0.8	0.6	0.8
DONT KNOW	1.0	0.4	1.5	0.5	1.4	0.5	0.5	0.6
REFUSED	0	0.0	0	0.2	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q657 - GOOD INCOME?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	43.2	41.4	33.1	44.9	48.9	41.0	41.8	43.7
VERY IMPORTANT	42.5	42.6	53.4	41.7	37.0	42.6	42.6	42.9
SOMEWHAT IMPORTANT	11.9	13.5	12.9	11.3	11.5	14.5	13.2	11.4
NOT IMPORTANT	2.0	1.6	0.6	0.9	1.0	1.1	1.0	0.9
MISSING	0.3	0.9	0	0.9	1.1	0.5	0.8	0.8
DONT KNOW	0	0.0	0	0.2	0	0.2	0.0	0.2
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q668 - GOOD INCOME?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
---								
MILITARY JOB	11.2	4.1	8.5	2.3	16.9	7.8	5.8	2.9
CIVILIAN JOB	20.0	37.3	27.7	42.4	8.9	20.1	33.7	40.9
EITHER ONE	68.0	57.4	63.0	53.9	75.0	71.2	59.8	54.8
MISSING	0.3	0.9	0	0.9	1.1	0.5	0.8	0.8
DONT KNOW	0.5	0.3	0.9	0.5	0	0.4	0.4	0.5
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q059 - HIGH STATUS AND PRESTIGE?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	17.5	14.5	17.7	10.9	23.8	12.5	15.2	11.6
VERY IMPORTANT	36.8	35.0	42.0	29.4	33.5	35.1	35.4	30.7
SOMEWHAT IMPORTANT	34.3	37.1	25.2	36.2	30.5	40.2	30.6	35.1
NOT IMPORTANT	10.1	12.2	12.9	21.9	11.1	11.2	11.7	21.0
MISSING	0.0	0.7	0.0	0.7	1.0	0.7	0.7	0.7
DONT KNOW	0.7	0.5	0.7	0.6	0	0.3	0.5	0.7
REFUSED	0	0.0	0	0.2	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR....  
Q666 - HIGH STATUS AND PRESTIGE?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG MALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)
---RESPONSES								
MILITARY JOB	23.3	12.8	19.6	10.1	11.4	21.1	11.1	12.1
CIVILIAN JOB	9.2	15.1	8.4	13.8	11.2	5.7	13.2	10.8
EITHER ONE	66.1	70.5	70.4	74.5	76.1	72.1	74.1	75.8
MISSING	0.6	0.8	0.8	0.7	0.7	1.0	0.7	0.7
DONT KNOW	0.8	0.8	0.7	0.8	0.7	0	0.8	0.6
REFUSED	0	0.6	0	0.1	0	0	0.1	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1171	4307	121	1059	3046	255	1180	3301



IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q661 - YOUR PARENTS APPROVAL?

	-----MARKET-----						-----MARKET-----			
	YOUNG MALES			OLDER MALES			FEMALES			TOTAL (PCT)
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	
EXTREMELY IMPORTANT	17.7	13.2	9.7	6.6	22.9	18.3	14.2	6.9	18.6	
VERY IMPORTANT	32.2	28.1	28.5	20.3	27.5	31.1	29.0	21.1	30.8	
SOMEWHAT IMPORTANT	34.1	39.9	35.7	36.6	33.0	38.0	38.7	36.5	37.6	
NOT IMPORTANT	15.1	17.9	23.1	35.3	13.9	12.3	17.3	34.0	12.4	
MISSING	0.7	0.7	1.1	0.5	2.6	0.3	0.7	0.5	0.4	
DONT KNOW	0.1	0.0	2.0	0.7	0	0.1	0.1	0.8	0.1	
REFUSED	0	0.0	0	0.1	0	0.1	0.0	0.1	0.0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301	

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q662 - YOUR PARENTS APPROVAL?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
MILITARY JOB	11.4	5.9	8.8	5.0	10.9	4.6	7.1	5.1
CIVILIAN JOB	15.1	30.2	17.9	17.9	19.1	30.8	27.0	29.9
WEITHER ONE	71.9	62.8	70.1	74.9	67.4	63.9	64.7	64.1
MISSING	0.7	0.7	1.1	0.5	2.6	0.3	0.7	0.4
DONT KNOW	0.3	0.4	2.0	1.0	0	0.4	0.4	0.4
REFUSED	0.6	0.0	0	0.1	0	0.1	0.1	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q663 - LEARNING A SKILL OR TRADE?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
EXTREMELY IMPORTANT	40.4	31.9	36.9	34.0	47.2	32.1	33.7	33.2
VERY IMPORTANT	43.4	45.6	57.4	46.0	40.0	45.4	45.1	45.0
SOMEWHAT IMPORTANT	13.6	18.9	5.7	16.6	11.1	19.5	17.8	18.9
NOT IMPORTANT	2.1	2.9	0	2.1	0.7	2.0	2.7	1.9
MISSING	0.6	0.7	0	0.4	1.0	0.9	0.7	0.9
DONT KNOW	0.1	0.1	0	0.2	0	0.0	0.1	0.0
REFUSED	0	0.0	0	0.1	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	3301

WHERE WOULD THIS BE MORE LIKELY TO OCCUR...  
Q664 - LEARNING A SKILL OR TRADE?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	OLD MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES								
MILITARY JOB	26.7	16.0	20.1	14.8	25.4	15.1	18.2	15.9
CIVILIAN JOB	5.6	10.1	4.7	9.5	3.3	7.4	9.1	7.1
EITHER ONE	66.7	72.8	75.2	74.5	70.3	76.1	71.5	75.6
MISSING	0.6	0.7	0	0.5	1.0	0.9	0.7	0.9
DONT KNOW	0.5	0.4	0	0.5	0	0.5	0.4	0.4
REFUSED	0	0.0	0	0.1	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

IN CHOOSING A JOB, HOW IMPORTANT IS....  
Q665 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
EXTREMELY IMPORTANT	20.7	17.2	16.7	17.9	19.8	16.1	17.9	16.1	17.9	16.1	17.9	16.1	17.9	17.8	16.4	16.4
VERY IMPORTANT	36.9	36.3	41.8	35.9	31.3	35.9	31.3	35.9	31.3	35.9	31.3	35.9	36.4	36.5	36.6	36.6
SOMEWHAT IMPORTANT	35.0	36.8	32.4	35.7	38.0	40.7	38.0	40.7	38.0	40.7	38.0	40.7	36.4	35.4	36.4	40.5
NOT IMPORTANT	7.1	9.6	8.3	9.8	10.9	7.0	10.9	7.0	10.9	7.0	10.9	7.0	9.0	9.7	9.0	7.3
MISSING	0	0.1	0	0	0	0.1	0	0.1	0	0.1	0	0.1	0.1	0	0.1	0.1
DONT KNOW	0.3	0.0	0.8	0.5	0	0.1	0.5	0.1	0	0.1	0	0.1	0.1	0.5	0.1	0.1
REFUSED	0	0	0	0.2	0	0	0.2	0	0	0	0	0	0	0.2	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	255	3040	5478	1180	5478	1180	5478	1180	3301	3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
 Q666 - HAVING A LOT IN COMMON WITH YOUR COWORKERS?

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	
--RESPONSES									
MILITARY JOB	14.3	10.9	15.4	9.7	11.4	10.1			
CIVILIAN JOB	11.1	10.3	6.4	13.6	8.3	11.9			
EITHER ONE	74.2	72.3	75.4	75.9	79.8	77.4			
MISSING	0	0.1	0	0	0.5	0.1			
DONT KNOW	0.3	0.5	2.9	0.6	0	0.4			
REFUSED	0	0	0	0.1	0	0			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1171	4387	121	1059	255	3046			
							YOUNG MALES	OLDER MALES	FEMALES
							TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
							11.6	10.3	10.2
							15.2	12.9	11.7
							72.7	75.9	77.6
							0.1	0	0.1
							0.4	0.8	0.4
							0	0.1	0
							100.0	100.0	100.0
							5478	1180	3301

IN CHOOSING A JOB, HOW IMPORTANT IS....  
Q667 - ENJOYING YOUR WORK?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	50.2	54.7	52.8	51.1	61.0	59.5	53.7	51.3
VERY IMPORTANT	40.1	35.8	44.7	38.9	34.9	34.8	36.7	39.5
SOMEWHAT IMPORTANT	6.7	7.8	1.7	8.2	3.6	4.7	7.6	7.6
NOT IMPORTANT	2.4	0.9	0.8	0.7	0.2	0.5	1.2	0.7
MISSING	0.5	0.7	0	0.6	0.4	0.4	0.7	0.5
DONT KNOW	0.1	0.1	0	0.3	0	0.1	0.1	0.3
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR  
Q668 - ENJOYING YOUR WORK?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES								
MILITARY JOB	8.4	2.9	4.8	2.4	7.3	2.1	4.0	2.5
CIVILIAN JOB	14.3	32.0	17.4	30.0	9.4	29.9	28.3	28.4
EITHER ONE	70.2	64.0	77.0	66.1	82.9	67.0	66.6	68.2
MISSING	0.5	0.8	0	0.0	0.4	0.4	0.7	0.4
DONT KNOW	0.7	0.4	0	0.0	0	0.5	0.5	0.4
REFUSED	0	0	0	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	6478	3301



IN CHOOSING A JOB, HOW IMPORTANT ARE...  
Q669 - PROMOTION OPPORTUNITIES?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
EXTREMELY IMPORTANT	29.9	27.8	22.9	31.1	33.6	28.2	28.2	30.3
VERY IMPORTANT	43.6	43.4	50.2	38.3	41.0	44.1	43.5	39.5
SOMEWHAT IMPORTANT	21.4	22.9	19.8	24.4	23.3	23.4	22.6	24.0
NOT IMPORTANT	4.5	4.9	4.9	5.5	1.1	3.5	4.8	5.4
MISSING	0.5	0.8	0.8	0.3	0.9	0.5	0.7	0.3
DONT KNOW	0.1	0.2	1.5	0.2	0	0.3	0.2	0.3
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q878 - ARE PROMOTION OPPORTUNITIES?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
---												
MILITARY JOB	17.8	12.6	19.7	13.0	15.9	11.8	13.7	12.1	13.7	13.7	13.7	12.1
CIVILIAN JOB	7.1	12.1	7.9	9.6	3.5	8.5	11.1	8.1	11.1	11.1	11.1	8.1
EITHER ONE	73.8	74.0	70.2	76.1	79.3	78.0	74.0	78.7	74.0	74.0	75.5	78.7
MISSING	0.5	0.8	0.8	0.3	0.9	0.5	0.7	0.5	0.7	0.7	0.3	0.5
DONT KNOW	0.7	0.4	1.5	0.9	0.3	0.6	0.5	0.6	0.5	0.5	1.0	0.6
REFUSED	0	0.0	0	0.1	0	0	0.0	0	0.0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	5478	1180	1180	3301

IN CHOOSING A JOB, HOW IMPORTANT ARE...  
Q671 - ADEQUATE RETIREMENT BENEFITS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
EXTREMELY IMPORTANT	35.3	31.9	37.9	39.1	44.4	30.9	32.6	39.0
VERY IMPORTANT	37.8	43.1	49.9	39.6	37.1	43.0	42.0	40.6
SOMEWHAT IMPORTANT	21.3	19.9	7.2	16.4	13.9	22.1	20.2	15.5
NOT IMPORTANT	4.5	4.4	4.2	4.2	3.3	3.0	4.4	4.2
MISSING	1.0	0.7	0	0.4	1.2	0.6	0.7	0.3
DONT KNOW	0.1	0.0	0.7	0.1	0	0.6	0.0	0.1
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q072 - ADEQUATE RETIREMENT BENEFITS?

	YOUNG MALES				OLDER MALES				FEMALES				MARKET			
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		YOUNG MALES TOTAL (PCT)		OLDER MALES TOTAL (PCT)	
--RESPONSES																
MILITARY JOB	25.5	20.2	34.7	21.9	27.4	22.0	21.3	23.2	22.4							
CIVILIAN JOB	6.3	8.7	4.9	7.1	2.9	7.1	8.2	6.9	6.8							
EITHER ONE	66.6	69.9	59.6	70.1	68.0	69.7	69.3	69.0	69.6							
MISSING	1.0	0.7	0	0.4	1.2	0.6	0.7	0.3	0.6							
DONT KNOW	0.5	0.4	0.7	0.5	0.4	0.7	0.4	0.5	0.6							
REFUSED	0	0	0	0.1	0	0	0	0.1	0							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301							

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q073 - GETTING TRAINED FOR LEADERSHIP?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)
EXTREMELY IMPORTANT	22.5	18.0	31.0	20.0	27.9	16.5	19.0	21.1
VERY IMPORTANT	38.8	36.0	40.9	36.3	35.4	35.8	36.6	36.8
SOMEWHAT IMPORTANT	31.5	35.5	23.6	31.7	29.6	39.8	34.7	30.9
NOT IMPORTANT	6.3	9.7	1.7	11.1	7.1	8.2	9.0	10.2
MISSING	0.8	0.6	2.1	0.2	0	0.6	0.7	0.4
DONT KNOW	0.1	0.2	0.8	0.4	0	0.2	0.2	0.4
REFUSED	0	0	0	0.2	0	0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q674 - GETTING TRAINED FOR LEADERSHIP?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
---RESPONSES								
MILITARY JOB	46.4	41.4	38.7	33.7	38.6	36.7	42.6	36.9
CIVILIAN JOB	4.1	6.1	4.6	5.6	3.6	5.1	5.7	5.0
EITHER ONE	48.0	51.6	53.8	59.5	57.8	57.0	50.8	57.1
MISSING	0.8	0.6	2.1	0.2	0	0.6	0.7	0.5
DONT KNOW	0.6	0.3	0.8	0.9	0	0.5	0.3	0.5
REFUSED	0	0	0	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q876 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)		POSITIVE PROPENSITY (PCT)		NEGATIVE PROPENSITY (PCT)	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
EXTREMELY IMPORTANT	26.4	22.6	30.4	21.8	53.8	45.6	23.4	22.7	40.2	40.2	40.2	40.2
VERY IMPORTANT	38.6	37.9	42.3	40.6	36.1	37.3	38.6	40.3	37.2	37.2	37.2	37.2
SOMEWHAT IMPORTANT	25.0	28.9	18.3	26.4	8.4	13.9	28.1	25.6	13.5	13.5	13.5	13.5
NOT IMPORTANT	9.2	9.7	6.9	11.2	1.4	2.2	9.6	10.7	2.1	2.1	2.1	2.1
MISSING	0.6	0.6	0.7	0.4	0.4	0.9	0.6	0.4	0.9	0.9	0.9	0.9
DONT KNOW	0.3	0.2	1.5	0.1	0	0.1	0.2	0.2	0.1	0.1	0.1	0.1
REFUSED	0	0.1	0	0.1	0	0	0.1	0.1	0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301	3301	3301	3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q676 - EQUAL PAY AND OPPORTUNITY FOR MEN AND WOMEN?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	MALES	TOTAL (PCT)	MALES	TOTAL (PCT)	FEMALES TOTAL (PCT)
--RESPONSES												
MILITARY JOB	27.4	26.9	38.7	36.7	28.3	26.4	27.1	31.5	21.0			
CIVILIAN JOB	5.3	9.0	1.4	7.6	6.1	9.0	8.3	7.0	8.8			
W EITHER ONE	66.1	62.8	57.3	60.0	65.2	68.7	63.5	59.7	68.5			
MISSING	0.0	0.0	0.7	0.4	0.4	0.9	0.6	0.4	0.9			
DONT KNOW	0.5	0.5	1.8	1.2	0	0.9	0.5	1.2	0.9			
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3846	5478	1180	3361			



IN CHOOSING A JOB, HOW IMPORTANT IS...  
Q677 - JOB SECURITY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
EXTREMELY IMPORTANT	49.1	47.4	50.4	55.1	55.8	49.4	47.7	54.6
VERY IMPORTANT	38.2	39.6	43.1	34.2	28.1	39.3	39.3	35.1
SOMEWHAT IMPORTANT	9.4	10.1	5.5	7.8	11.7	9.3	9.9	7.5
NOT IMPORTANT	1.9	2.2	0.9	2.3	3.8	1.4	2.2	2.2
MISSING	1.2	0.6	0	0.4	0.5	0.5	0.7	0.3
DONT KNOW	0.2	0.1	0	0.2	0	0.1	0.1	0.2
REFUSED	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

WHERE WOULD THIS BE MORE LIKELY TO OCCUR ...  
Q678 - JOB SECURITY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
--RESPONSES								
MILITARY JOB	33.2	27.5	28.1	29.7	41.2	25.5	28.7	29.5
CIVILIAN JOB	7.8	10.9	3.6	6.5	4.4	8.6	10.2	6.2
EITHER ONE	57.0	60.7	67.5	62.3	53.2	64.9	59.9	62.8
MISSING	1.2	0.6	0	0.4	0.5	0.5	0.7	0.3
DONT KNOW	0.8	0.3	0.7	1.1	0.6	0.6	0.4	1.1
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

Q882 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	51.2	40.3	29.7	19.2	49.1	38.5	42.6	20.2
NO	48.3	59.5	69.6	79.8	49.4	60.9	57.1	78.8
DONT KNOW	0.0	0.2	0.8	0.9	1.6	0.6	0.3	0.9
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	265	3046	5478	1180
								3301

--RESPONSES

Q683 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)

--RESPONSES

YES	62.1	37.4	46.6	9.7	56.0	18.9	42.5	13.4	21.7
NO	37.9	62.6	53.4	89.9	44.0	81.1	57.4	86.3	78.3
DONT KNOW	0	0.1	0	0.2	0	0	0.0	0.2	0
REFUSED	0	0.0	0	0.1	0	0	0.0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301

Q684 - (IF Q683=YES) WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
FRIENDS	53.6	51.6	67.2	61.5	52.1	46.5	52.3	63.5
MOTHER	37.2	31.1	13.0	11.4	40.9	33.2	32.9	11.9
FATHER	34.8	35.8	16.0	13.2	29.4	29.3	35.5	14.2
BROTHER/SISTER	12.2	8.7	11.4	13.2	14.8	10.7	9.8	12.6
OTHER RELATIVE	13.7	10.8	14.2	14.3	21.9	9.3	11.7	14.3
BOY/GIRLFRIEND/SPOUSE	4.5	3.3	16.1	10.5	8.5	9.2	3.7	12.4
TEACHER	2.6	2.8	1.8	0	1.4	3.1	2.8	0.6
SCHOOL COUNSELOR	4.0	3.7	0	0	2.2	2.9	3.8	0
RECRUITER	27.9	28.3	18.7	14.4	19.4	22.0	28.2	15.9
330	QUESTION PERMITTED AS MANY AS 8 RESPONSES							
--TOTAL--	722	1601	56	109	145	574	2323	165
--COUNT--								719

Q085 - (IF FRIEND WAS MENTIONED IN Q084) WAS FRIEND FROM SCHOOL?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES	75.0	77.9	38.8	29.5	53.5	68.8	77.0	32.9
NO	25.0	22.1	61.2	70.5	46.5	31.2	23.0	67.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	402	812	38	69	75	271	1214	107
								346

--RESPONSES

Q686 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND FROM WORK?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)
YES	24.4	21.8	63.5	49.3	26.8	19.7	22.6	54.5
NO	75.6	78.2	36.5	50.7	73.2	80.3	77.4	45.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	402	812	38	69	75	271	1214	107
								346

Q687 - (IF FRIEND WAS MENTIONED IN Q684) WAS FRIEND IN THE SERVICE?

-----MARKET----- MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	POSITIVE PROPN (PCT)	NEGATIVE PROPN (PCT)	TOTAL (PCT)	POSITIVE PROPN (PCT)	TOTAL (PCT)	POSITIVE PROPN (PCT)	TOTAL (PCT)	

--RESPONSES

YES	50.9	41.3	48.1	53.6	57.7	45.5	44.3	51.6	48.2
NO	49.1	58.7	51.9	46.4	41.0	54.5	55.7	48.4	51.8
REFUSED	0	0	0	0	1.3	0	0	0	0.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	402	812	38	89	75	271	1214	107	346



- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...  
Q688 - ANY CO-WORKERS?

	-----MARKET-----				-----MARKET-----			
	OLDER MALES		FEMALES		OLDER MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	POSITIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	68.7	41.8	15.2	6.5	51.1			8.1
NO	31.3	58.2	84.8	93.5	48.9			91.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0			100.0
--COUNT--	34	69	48	190	103			238

--RESPONSES

- HAVE YOU EVER DISCUSSED SERVING IN THE MILITARY WITH...  
Q889 - ANY EMPLOYER?

	-----MARKET-----				-----MARKET-----			
	OLDER MALES		FEMALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	POSITIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	19.2	10.6	14.1	2.0	13.6			4.3
NO	80.8	89.4	85.9	98.0	86.4			95.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0			100.0
--COUNT--	34	69	46	190	103			236

--RESPONSES

Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER  
WOULD YOU SAY IT WAS...

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		OLDER MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
WASTE OF TIME	1.1	0.5	1.4	6.7	0	6.1	5.3	6.2
UP TO HIM/HER	43.9	64.8	45.3	63.4	35.6	66.6	60.5	61.6
GOOD IDEA	54.4	28.3	52.6	28.3	63.7	27.0	33.7	30.7
DONT KNOW	0.5	0.4	0	1.5	0.7	0.3	0.5	1.4
REFUSED	0	0.0	0.0	0.1	0	0	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?  
WOULD YOU SAY THAT MOST OF THEM ARE...?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
VERY FAVORABLE	20.8	7.2	14.8	5.4	24.5	5.1	10.0	6.4
SOMEWHAT FAVORABLE	44.3	27.9	37.4	20.8	36.0	20.2	31.3	22.4
NEITHER	17.5	32.2	15.3	33.8	16.4	38.0	29.1	32.0
SOMEWHAT UNFAVORABLE	10.7	19.2	15.2	20.6	13.2	18.2	17.4	20.0
VERY UNFAVORABLE	5.5	12.6	14.8	17.5	9.5	17.1	11.1	17.2
DONT KNOW	1.1	0.9	2.0	1.7	0.4	1.4	0.9	1.8
REFUSED	0	0.1	0.6	0.1	0	0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180

--RESPONSES

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?  
WOULD YOU SAY THAT YOU ARE...?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES		OLDER MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	MALES (PCT)	TOTAL (PCT)	FEMALES (PCT)

--RESPONSES

VERY FAVORABLE	28.4	8.0	17.6	5.2	33.8	4.1	12.2	6.5	6.3
SOMEWHAT FAVORABLE	47.1	23.7	45.3	18.3	47.8	16.0	28.6	21.0	18.4
NEITHER	14.4	22.5	12.0	21.5	10.2	22.3	20.8	20.6	21.4
SOMEWHAT UNFAVORABLE	6.5	23.0	17.6	23.1	4.5	22.8	19.5	22.6	21.4
VERY UNFAVORABLE	3.2	22.4	6.9	31.3	3.7	34.5	18.4	28.9	32.1
DONT KNOW	0.3	0.3	0	0.4	0	0.3	0.3	0.3	0.3
REFUSED	0	0.1	0.6	0.1	0	0.0	0.1	0.2	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180	3301

Q693 - WHAT IS YOUR CURRENT MARITAL STATUS?

--RESPONSES	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
MARRIED	3.0	3.7	45.8	48.4	6.9	12.0	3.5	48.1
WIDOWED	0.6	0.2	1.5	0	0	0.1	0.3	0.2
SEPARATED	0	0.2	1.9	1.6	1.9	1.0	0.2	1.7
DIVORCED	0.1	0.3	8.3	6.2	1.2	1.0	0.3	6.4
NEVER MARRIED	96.4	95.6	42.5	43.6	90.0	85.9	95.8	86.2
DONT KNOW	0	0	0	0.1	0	0	0	0.1
REFUSED	0	0.0	0	0.1	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

Q694 - HOW MANY DEPENDENTS DO YOU HAVE (NOT COUNTING SELF)?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
NONE	90.0	91.0	35.4	40.4	85.4	85.0	91.4	39.9
1	5.3	5.0	18.3	17.9	8.5	8.7	5.1	17.9
2	2.6	2.5	14.0	20.6	5.8	4.6	2.5	20.0
3	1.2	0.5	20.8	14.0	0.3	1.3	0.7	14.7
4 +	0.3	0.3	11.5	0.9	0	0.4	0.3	7.3
REFUSED	0	0.0	0	0.3	0	0.1	0.0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1100

--RESPONSES

348

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM(PSAT,SAT,ACT)?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	33.7	48.7	31.0	37.9	34.2	54.1	45.6	37.2
NO	66.2	51.0	69.0	61.5	65.8	45.7	54.2	62.3
DONT KNOW	0.1	0.3	0	0.5	0	0.1	0.2	0.5
REFUSED	0	0.0	0	0.1	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3040	5478	1180
								3301

--RESPONSES

34  
GO



Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	71.6	60.7	0	17.0	86.5	68.7	63.5	17.0
NO	24.7	36.5	0	44.0	12.4	27.9	33.5	44.0
DONT KNOW	3.7	2.8	0	19.6	1.2	3.2	3.0	19.6
REFUSED	0	0.0	0	19.3	0	0.1	0.0	19.3
--TOTAL--	100.0	100.0	0	100.0	100.0	100.0	100.0	100.0
--COUNT--	763	2150	0	0	164	1374	2913	0
								1538

--RESPONSES

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			FEMALES			YOUNG MALES		
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)
---RESPONSES												
MOSTLY A'S	3.6	7.1	0	2.9	5.7	11.9	6.4	2.6	11.4	6.4	2.6	11.4
A'S & B'S	15.9	17.8	9.8	12.1	17.7	26.8	17.4	11.9	26.1	17.4	11.9	26.1
MOSTLY B'S	20.7	23.9	31.0	25.2	27.2	25.9	23.2	25.8	26.0	23.2	25.8	26.0
351 B'S & C'S	34.5	28.6	24.0	29.4	29.5	22.8	29.8	28.8	23.3	29.8	28.8	23.3
MOSTLY C'S	18.7	17.5	26.1	22.2	16.6	9.6	17.8	22.6	16.1	17.8	22.6	16.1
C'S & D'S	4.9	4.1	7.4	5.6	2.8	2.0	4.3	5.8	2.1	4.3	5.8	2.1
D'S & F'S	0.9	0.7	0	1.5	0	0.7	0.8	1.4	0.6	0.8	1.4	0.6
DONT KNOW	0.7	0.2	1.7	0.9	0.5	0.3	0.3	1.0	0.3	0.3	1.0	0.3
REFUSED	0	0.1	0	0.2	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1156	4266	116	1046	251	3021	5422	1156	3272	5422	1156	3272

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	OLD MALES	OLD FEMALES
--RESPONSES								
COLLEGE PREP	57.0	69.7	45.5	56.3	62.4	70.7	67.1	70.0
BUSINESS	7.5	6.2	5.0	9.8	12.7	13.8	6.5	13.7
VOC/TECH	33.0	22.5	43.3	30.7	22.8	13.6	24.7	14.3
DONT KNOW	2.5	1.6	6.1	2.9	2.1	1.9	1.8	1.9
REFUSED	0	0.0	0	0.2	0	0.1	0.0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1150	4266	116	1040	251	3021	5422	3272

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q702 - ELEMENTARY ALGEBRA?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	MALES TOTAL (PCT)	MALES TOTAL (PCT)
YES, TAKEN	70.8	79.9	70.1	73.6	75.3	83.3	78.0	73.3
YES, PLAN TO	7.2	2.7	2.5	1.0	6.9	1.9	3.6	1.1
NO	21.0	17.3	25.7	25.1	17.2	14.5	18.2	25.2
DONT KNOW	0.3	0.1	1.7	0.1	0.4	0.1	0.1	0.2
REFUSED	0	0.1	0	0.2	0.2	0.1	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1156	4266	116	1040	251	3021	5422	1150
								3272

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q703 - PLANE GEOMETRY?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)
YES, TAKEN	46.6	60.4	43.6	54.2	49.6	59.6	57.5	53.1
YES, PLAN TO	13.1	6.4	1.5	1.3	13.5	5.6	7.8	1.3
NO	40.2	32.9	53.2	44.3	36.3	34.6	34.4	45.1
DONT KNOW	0.1	0.1	1.7	0.1	0.4	0.1	0.1	0.2
REFUSED	0	0.1	0	0.2	0.2	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1156	4266	116	1040	251	3021	5422	1156
								3272

--RESPONSES

354

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q704 - BUSINESS MATH?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	38.0	38.0	47.1	48.7	45.2	38.8	36.4	48.6
YES, PLAN TO	11.2	7.4	2.4	2.3	11.0	0.8	8.2	2.3
NO	50.3	56.3	48.8	48.5	42.2	54.1	55.1	48.5
DONT KNOW	0.5	0.1	1.7	0.3	0.8	0.2	0.2	0.4
REFUSED	0	0.1	0	0.2	0.2	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1160	4266	116	1040	251	3021	5422	1158
								3272

355

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q705 - COMPUTER SCIENCE?

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)
YES, TAKEN	22.8	27.8	7.6	9.5	28.8	27.2	28.8	26.8
YES, PLAN TO	17.0	10.1	0.8	3.3	19.2	8.7	11.5	9.5
NO	60.1	62.0	89.9	86.9	59.1	63.8	61.0	63.4
DONT KNOW	0.1	0.0	1.7	0.1	0.0	0.1	0.1	0.2
REFUSED	0	0.1	0	0.2	0.2	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1150	4200	110	1040	251	3021	5422	3272

--RESPONSES

356

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q706 - INTERMEDIATE ALGEBRA?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	41.9	52.3	37.3	48.7	42.7	53.8	50.1	47.6
YES, PLAN TO	11.0	7.6	2.2	1.6	15.7	6.4	8.3	1.7
NO	46.7	39.9	58.7	49.4	41.0	39.5	41.3	50.3
DONT KNOW	0.4	0.1	1.7	0.1	0.4	0.2	0.2	0.3
REFUSED	0	0.1	0	0.2	0.2	0.1	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1150	4260	110	1040	251	3021	5422	1150
								3272

--RESPONSES



- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q707 - TRIGONOMETRY?

	-----MARKET-----						-----MARKET-----		
	YOUNG MALES			OLDER MALES			FEMALES		
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	
YES, TAKEN	15.0	20.7	20.4	21.5	14.3	23.8	24.2	21.4	23.1
YES, PLAN TO	14.2	11.4	2.2	2.0	13.7	8.2	12.0	2.1	8.6
NO	70.4	61.7	75.6	76.2	71.0	67.7	63.5	76.1	67.9
DONT KNOW	0.4	0.1	1.7	0.1	0.8	0.2	0.1	0.2	0.2
REFUSED	0	0.1	0	0.2	0.2	0.1	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1166	4266	116	1040	251	3021	5422	1156	3272

--RESPONSES

358

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q708 - CALCULUS?

-----MARKET-----										-----MARKET-----	
--RESPONSES	YOUNG MALES			OLDER MALES			FEMALES		YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	5.8	10.9	9.6	9.1	7.2	8.3			9.8	9.2	8.2
YES, PLAN TO	13.3	10.9	2.2	3.2	9.7	8.7			11.4	3.1	8.8
NO	80.2	78.1	86.4	87.2	81.7	82.7			78.5	87.1	82.7
DONT KNOW	0.7	0.1	1.7	0.2	1.2	0.1			0.2	0.4	0.2
REFUSED	0	0.1	0	0.2	0.2	0.2			0.1	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0
--COUNT--	1156	4266	116	1040	251	3021			5422	1156	3272

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:  
Q709 - PHYSICS?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES, TAKEN	21.2	22.8	27.3	20.3	21.0	16.5	22.5	21.0
YES, PLAN TO	14.7	11.4	2.2	2.6	16.0	8.8	12.0	2.5
NO	63.6	65.6	68.7	76.6	62.0	74.2	65.2	75.9
DONT KNOW	0.5	0.1	1.7	0.2	1.2	0.2	0.2	0.4
REFUSED	0	0.1	0	0.2	0.2	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1156	4266	116	1040	251	3021	5422	1156
								3272

--RESPONSES

360

Q710 - DOES/DID YOUR HS HAVE CAREER INFORMATION ON COMPUTER?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	56.5	54.6	54.9	53.6	55.0	53.7		
NO	36.5	38.8	34.6	40.3	38.3	39.8		
DONT KNOW	7.0	6.6	10.3	6.0	6.7	6.3		
REFUSED	0	0.1	0.2	0.1	0.1	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1156	4260	251	3020	5422	3271		

--RESPONSES

Q711 - DOES/DID THIS COMPUTER HAVE INFORMATION ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	32.8	24.9	30.3	20.9	26.6	21.7		
NO	49.6	58.5	52.2	62.2	58.6	61.4		
DID NOT US	17.5	15.8	17.4	16.2	16.2	16.3		
DONT KNOW	0.2	0.7	0	0.7	0.6	0.6		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	640	2315	139	1601	2955	1740		

--RESPONSES

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY ?

	MARKET				MARKET			
	YOUNG MALES		FEMALES		YOUNG MALES		FEMALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	59.9	37.5	88.2	32.3	43.4	38.4		
NO	37.2	61.7	11.8	68.6	55.3	66.7		
DONT KNOW	2.3	0.8	0	1.0	1.2	0.9		
REFUSED	0.5	0	0	0	0.1	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	198	575	40	338	773	378		

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	FEMALES TOTAL (PCT)
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)			

--RESPONSES

7 GRADES OR LESS	6.0	3.4	15.0	9.7	7.5	4.1	3.9	10.3	4.4
8TH GRADE	2.7	2.7	6.7	9.0	4.8	3.3	2.7	8.7	3.4
9TH GRADE	3.2	2.3	1.0	3.6	1.2	2.0	2.5	3.4	1.9
10TH GRADE	4.5	3.8	3.4	6.4	7.1	3.1	3.8	6.1	3.4
11TH GRADE	4.8	3.6	0.4	3.2	5.4	4.0	3.8	2.9	4.1
12TH GRADE	38.0	36.8	38.2	33.6	31.8	36.6	37.2	34.1	36.2
13TH	1.8	1.8	0	1.2	2.3	3.0	1.8	1.1	2.9
14TH	6.6	7.3	0.8	3.6	4.9	7.3	7.1	3.3	7.1
15TH	0.8	1.8	2.0	0.6	1.9	1.5	1.6	0.7	1.5
16TH COLLEGE SR	8.4	14.1	5.7	6.9	11.1	13.9	12.9	6.8	13.7
17TH, GRAD SCHOOL	0.2	0.8	0	0.1	0	0.8	0.7	0.1	0.7

(CONTINUED)

Q713F - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

-----MARKET----- MARKET-----

	YOUNG MALES				OLDER MALES				FEMALES				YOUNG MALES	OLDER MALES	FEMALES
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)			
--RESPONSES															
18TH, GRAD SCHOOL	2.0	3.3	0.7	1.3	1.2	2.6			3.0	1.2	2.5				
19TH, GRAD SCHOOL	0.2	0.9	0	0.2	0.6	0.2			0.8	0.2	0.3				
20 OR MORE	0.8	3.0	0.6	1.3	1.4	3.0			2.5	1.2	2.9				
MISSING	0.7	0.5	2.5	0.5	0.5	0.2			0.6	0.7	0.2				
DONT KNOW	18.6	13.7	21.9	18.6	18.0	14.1			14.8	19.0	14.4				
REFUSED	0	0.4	0	0.2	0.2	0.2			0.3	0.2	0.2				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0				
--COUNT--	1171	4307	121	1059	255	3046			5478	1180	3301				



Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
7 GRADES OR LESS	4.2	1.8	12.1	4.0	5.5	2.7	2.3	4.8
8TH GRADE	2.6	2.3	3.2	4.6	3.2	2.5	2.3	4.4
9TH GRADE	4.7	2.2	1.5	2.8	4.0	2.2	2.7	2.7
10TH GRADE	6.5	3.5	6.9	5.8	6.5	4.4	4.2	5.9
11TH GRADE	6.5	4.1	3.8	4.0	9.8	5.6	4.6	4.0
12TH GRADE	44.1	46.8	52.1	52.7	39.0	45.9	46.1	52.6
13TH	3.7	2.9	1.9	1.1	4.1	5.0	3.1	1.2
14TH	5.4	8.9	1.1	4.1	4.7	8.4	8.2	3.8
15TH	1.2	1.3	0	0.6	0.9	1.8	1.3	0.5
16TH, COLLEGE SR	8.2	12.1	3.7	5.5	9.2	10.1	11.3	5.3
17TH, GRAD SCHOOL	0.5	0.6	0	0.2	0.4	0.6	0.6	0.2
(CONTINUED)								

--RESPONSES

Q713M - WHAT IS HIGHEST GRADE YOUR MOTHER COMPLETED?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
18TH, GRAD SCHOOL	1.3	2.2	0	0.6	1.3	2.1	2.0	2.0
19TH, GRAD SCHOOL	0.1	0.3	0	0.1	0	0.3	0.3	0.3
20 OR MORE	0.3	1.0	0	0.3	0	0.9	0.9	0.8
DONT KNOW	10.7	9.9	13.6	13.4	11.4	7.4	10.1	7.7
REFUSED	0	0.4	0	0.2	0.2	0.2	0.3	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	3301

--RESPONSES

Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	
	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	POSITIVE PROPENSITY (PCT)	NEGATIVE PROPENSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
WHITE	69.4	86.4	73.8	89.6	52.1	84.8	82.9	88.0
BLACK	22.3	9.3	18.2	7.1	38.5	11.0	12.0	8.3
PACIFIC IS./ASIAN	2.8	2.3	0.9	0.9	6.6	1.8	2.4	0.9
AMERICAN INDIAN/ALASKAN	4.3	1.2	4.3	1.5	2.4	2.0	1.9	1.8
DONT KNOW	0.9	0.5	1.8	0.5	0	0.2	0.6	0.6
REFUSED	0.3	0.2	0.9	0.3	0.4	0.2	0.3	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

30

Q716 - ARE YOU OF HISPANIC BACKGROUND?

	MARKET				MARKET			
	YOUNG MALES		OLDER MALES		FEMALES		YOUNG MALES	OLDER MALES
	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	POSITIVE PROPSITY (PCT)	NEGATIVE PROPSITY (PCT)	TOTAL (PCT)	TOTAL (PCT)
HISPANIC	13.3	8.1	16.6	7.8	14.3	8.4	9.2	8.6
NOT HISPANIC	86.5	91.6	82.5	91.7	85.5	91.5	90.6	90.7
DONT KNOW	0.2	0.1	0	0.3	0	0	0.1	0.2
REFUSED	0	0.2	0.9	0.3	0.2	0.1	0.2	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1171	4307	121	1059	255	3046	5478	1180
								3301

--RESPONSES

Appendix A

Cross Reference - 1985, 1984, and 1983 YATS Questionnaires

# Appendix A

## Cross Reference

1985, 1984, and 1983 YATS Questionnaires

Question Number			Comments*
1985	1984	1983	
401	401	A1	Same
402	402	A2	Same
403	403	A3	Same
404	404	A4	Reworded in 1984
—	—	A5/A6	Dropped in 1984
405	405	A7	Same
406	406	—	Added in 1984
—	—	A10	Dropped in 1984
407	407	A11	Same
408	408	A12	Same
—	—	A13	Dropped in 1984
409	409	A14	Same
410A	410A	—	Added in 1984
410B	410B	A1	Reworded in 1984
411	411	A1	Same
412A/B	412A/B	—	Added in 1984
—	—	A1/A16	Dropped in 1984
413	413	A13	Same
414	414	A14	Reworded in 1984
415	415	—	Added in 1984
416	416	A14	Dropped in 1985
417	417	—	Same
418	418	—	Added in 1984
419	419	—	Added in 1984
420	420	—	Added in 1984
421	421	—	Added in 1984
422	422	—	Added in 1984
423	423	—	Added in 1984
424	424	—	Added in 1984
425	425	—	Added in 1984
426	426	—	Added in 1984
427	427	—	Added in 1984
428	428	—	Added in 1984
429	429	—	Added in 1984
430	430	—	Added in 1984
431	431	—	Added in 1984
432	432	—	Added in 1984
433	433	—	Added in 1984
434	434	—	Added in 1984
435	435	—	Added in 1984
436	436	—	Added in 1984
437	437	—	Added in 1984
438	438	—	Added in 1984
439	439	—	Added in 1984
440	440	—	Added in 1984
441	441	—	Added in 1984
442	442	—	Added in 1984
443	443	—	Added in 1984
444	444	—	Added in 1984
445	445	—	Added in 1984
446	446	—	Added in 1984
447	447	—	Added in 1984
448	448	—	Added in 1984
449	449	—	Added in 1984
450	450	—	Added in 1984
451	451	—	Added in 1984
452	452	—	Added in 1984
453	453	—	Added in 1984
454	454	—	Added in 1984
455	455	—	Added in 1984
456	456	—	Added in 1984
457	457	—	Added in 1984
458	458	—	Added in 1984
459	459	—	Added in 1984
460	460	—	Added in 1984
461	461	—	Added in 1984
462	462	—	Added in 1984
463	463	—	Added in 1984
464	464	—	Added in 1984
465	465	—	Added in 1984
466	466	—	Added in 1984
467	467	—	Added in 1984
468	468	—	Added in 1984
469	469	—	Added in 1984
470	470	—	Added in 1984
471	471	—	Added in 1984
472	472	—	Added in 1984
473	473	—	Added in 1984
474	474	—	Added in 1984
475	475	—	Added in 1984
476	476	—	Added in 1984
477	477	—	Added in 1984
478	478	—	Added in 1984
479	479	—	Added in 1984
480	480	—	Added in 1984
481	481	—	Added in 1984
482	482	—	Added in 1984
483	483	—	Added in 1984
484	484	—	Added in 1984
485	485	—	Added in 1984
486	486	—	Added in 1984
487	487	—	Added in 1984
488	488	—	Added in 1984
489	489	—	Added in 1984
490	490	—	Added in 1984
491	491	—	Added in 1984
492	492	—	Added in 1984
493	493	—	Added in 1984
494	494	—	Added in 1984
495	495	—	Added in 1984
496	496	—	Added in 1984
497	497	—	Added in 1984
498	498	—	Added in 1984
499	499	—	Added in 1984
500	500	—	Added in 1984

# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

Question Number			Comments*
1985	1984	1983	
--	--	A28/A29	Dropped in 1984
430	430	A30	Same
--	--	A31-A34	Dropped in 1984
431	431	A35	Same
432	432	A36	Same
--	433	A37	Same; Dropped in 1985
434	434	A38	Reworded in 1984
435	435	A39	Probe added in 1984
436	436	A40	Same
437	437	A41	Same
438	438	A42	Same
439	439	A43	Same
440	440	A44	Same
441	441	A45	Same
442	442	A46	Same
443	443	A47	Same
444-500	444-500	--	Not used
501	501	B1	Same
502	502	B2	Same
503	503	B3	Same
504	504	B4	Same
505	505	B5	Same
506	506	B6	Same
507	507	B7	Same
508	508	B8	Same
509	509	B9	Same
510	510	B10	Same
511	511	B11	Same
512	512	B12	Same
513	513	B13	Same

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

Question Number			Comments*
1985	1984	1983	
514	514	B14	Same
515	515	B15	Same
516/517	516/517	—	Added in 1984
518/519	518/519	—	Not used
520	520	B16	Same
521	521	B17	Same
—	—	B18	Dropped in 1984
522	522	B19	Same
523/524	523/524	—	Added in 1984
525-550	525-550	—	Not used
—	—	B20-B34	Dropped in 1984
551	551	B35	Same
552	552	B36	Same
553	553	B37	Same
554	554	B38	Same
555	555	B39	Split sample with 559-562
556	556	B40	Split sample with 559-562
557	557	B41	Split sample with 559-562
558	558	B42	Split sample with 559-562
559-562	559-562	—	Added in 1984; Split sample with 559-562; 559 and 560 reworded in 1985
563-570	563-570	—	Not used
—	—	C31/C32	Dropped in 1984
571	571	C33	Same
572	572	C34	Same
573	573	C35	Same
—	—	C36	Dropped in 1984
574	574	C37	Same
575	575	C38	Same
576	576	C39	Same

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.



# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

Question Number			Comments*
1985	1984	1983	
577	577	C40	Same
578	578	C41	Same
--	--	C42	Dropped in 1984
579	579	C43	Amount updated in 1984
580	580	C44	Amount updated in 1984
581	581	C45	Amount updated in 1984
582	582	C49	Same
583	583	C50	Same
--	584	C51	Same; Dropped in 1985
--	585	C46	Amount updated in 1984; Dropped in 1985
--	586	C47	Amount updated in 1984; Dropped in 1985
--	587	C48	Amount updated in 1984; Dropped in 1985
--	588	C52	Split sample to test 6/8yrs in 1984; Dropped in 1985
--	589	C53	Same; Dropped in 1985
590-600	590-600	--	Not used
601	601	D1	Same
602-608	602-608	D2	Same
609	609	D3	Same
610	610	D4	Same
611	611	D5	Same
612	612	D6	Same
613	613	--	Added in 1984
613A	--	--	Added in 1985
614	614	D7	Same
615	615	D8	Same
616	616	D9	Same
617	617	D10	Same
618	618	D11	Same; Reworded in 1985
619	619	D12	Same
620	620	D13	Same; Reworded in 1985

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

Question Number			Comments*
1985	1984	1983	
621	621	D14	Same
622	622	D15	Same; Reworded in 1985
623	623	D16	Same
--	624	D17	Same; Dropped in 1985
625	625	D18	Same; Reworded in 1985
626	626	D19	Same
--	627	D20	Same; Dropped in 1985
628	628	D21	Same
629	629	D22	Same
630	630	D23	Same
631	631	D24	Same
632	632	D25	Reworded in 1984
--	--	D26/D27	Dropped in 1984
633	633	D28	Same
634	634	D29	Same
635	635	D30	Reworded in 1984
--	--	D31/D32	Dropped in 1984
636	636	D33	Same
637	637	D34	Same
638	638	D35	Same
--	--	D36/D37	Dropped in 1984
639	639	D38	Reworded in 1984
640	640	D39	Same
641	641	D40	Reworded in 1984
--	--	D41/D42	Dropped in 1984
642	642	D43	Same
--	--	D44	Dropped in 1984
--	643	--	Added in 1984; Dropped in 1985
644	644	D45	Same
645	645	D46	Reworded in 1984

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

Question Number			Comments*
1985	1984	1983	
—	—	D47	Dropped in 1984
646	646	D48	Reworded in 1984
647	647	—	Added in 1984
—	648	—	Added in 1984; Dropped in 1985
649-678	649-678	—	Added in 1984
—	679	D49	Same; Dropped in 1984
—	680	D50	Reworded in 1984/Split Sample; Dropped in 1985
—	681	D51	Reworded in 1984/Split Sample; Dropped in 1985
682	682	—	Added in 1984
—	—	D52-58	Dropped in 1984
683	683	D59	Same
684	684	D60	Same
685-687	685-687	D61	Same
688/689	688/689	D62	Same
690	690	D63	Same
691/692	691/692	—	Added in 1984
693	693	D64	Same
—	—	D65-D67	Dropped in 1984
694	694	D68	Same
—	695	D69	Same; Dropped in 1985
—	696	—	Added in 1984; Dropped in 1985
—	697	D79	Reworded in 1984; Dropped in 1985
698	698	D70	Same
699	699	D71	Same
700	700	D72	Same
701	701	D73	Same
702-709	702-709	D74	Same
—	—	D75-D76	Dropped in 1984
710-712	710-712	—	Added in 1984
713	713	D77	Same

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

# Cross Reference

## 1985, 1984, and 1983 YATS Questionnaires (continued)

<u>Question Number</u>			<u>Comments*</u>
<u>1985</u>	<u>1984</u>	<u>1983</u>	
—	—	D78	Dropped in 1984
714	714	D80	Same
715	715	D81	Same
716	716	D82	Same
717	717	D83	Same

\* "Same" without additional comment indicates the question wording was the same for all three years. "Same" followed by a comment applicable to 1985 indicates the question wording was the same for 1983 and 1984.

Appendix B

1985 YATS II Questionnaire

August 1, 1985

Youth Attitude Tracking Study II  
1985

SURVEY QUESTIONNAIRE

OMB # 0704-0069  
Expires 30 Sep 1986

Contract MDA903-83-C-0172  
Expiration Date: 4/1/86

## Questionnaire Section A -- Education and Employment Items

401 I would like to speak with (NAME). Is (he/she) available?

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AVAILABLE → [SKIP TO CALL BACK SCREEN]
- 3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON TO PHONE → [SKIP TO CONVERSION SCREEN]
- 4 = REFUSAL OF ELIGIBLE PERSON → [SKIP TO TERMINATION]

(Hello, my name is \_\_\_\_\_. I am calling from the (Research Triangle Institute/Amrignon), a private research organization in (North Carolina/Michigan).)

We are conducting a study to help the Federal Government learn more about the career and educational plans of youth and young adults. While you may choose not to answer any question, the information you give us is protected under the Privacy Act of 1974. This means your answers will be kept confidential and your identity will never be known to anyone except the research project staff.

402 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY: Are you male or female?]

- 1 = MALE
- 2 = FEMALE

403 Just to be sure that the information we got earlier is correct, what was your age on your last birthday?

ENTER AGE IN YEARS

FORMAT: 12  
RANGE: 16-29

404 Now I have a few questions about your educational experiences and plans. What is the highest grade or year of school or college that you have completed and gotten credit for?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL
- 99 = RE

RESOLVE

405 What kinds of degrees, diplomas, or certificates have you received from the school(s) you've attended or for the training you've received? [ENTER CODE FOR EACH MENTION.]

- 01 = NONE → [ALLOWED FOR FIRST ENTRY ONLY, SKIP TO Q.407.]
- 02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE (NIGHT SCHOOL)
- 03 = GENERAL EDUCATIONAL DEVELOPMENT (GED) H.S. EQUIVALENCY CERTIFICATE
- 04 = HIGH SCHOOL DIPLOMA
- 05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).
- 06 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE (ASSOCIATE) DEGREE
- 07 = BACHELOR'S DEGREE
- 08 = ADVANCED GRADUATE OR PROFESSIONAL DEGREE (e.g., Masters, Ph.D, M.D., J.D., D.D.S.)
- 09 = OTHER DEGREE, DIPLOMA, CERTIFICATE

RESOLVE

SKIP

IF Q.404 ≤11, SKIP to Q.407.

406 Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate (of high school completion)?

- 1 = REGULAR HIGH SCHOOL DIPLOMA
- 2 = ABE (ADULT BASIC EDUCATION) CERTIFICATE (e.g., CORRESPONDENCE, NIGHT SCHOOL)
- 3 = GED (GENERAL EDUCATIONAL DEVELOPMENT) EQUIVALENCY CERTIFICATE
- 4 = SOME OTHER KIND OF CERTIFICATE OF HIGH SCHOOL EQUIVALENCY
- 5 = NONE OF THE ABOVE
- 8 = DK
- 9 = RE

407 (In October, will you be/are you) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- [SKIP TO Q.410A.]



408 What kind of school or training program will you be enrolled in?  
[IF MULTIPLE RESPONSES, ENTER HIGHEST CODE.]

01 = NO SCHOOLS OR TRAINING PROGRAM → [1st ENTRY ONLY, SKIP TO Q.410A.]

IF Q.404  
=>12,  
RESOLVE { 02 = ADULT BASIC EDUCATION (ABE) (H.S. COURSES IN NIGHT SCHOOL  
OR BY CORRESPONDENCE)  
03 = TAKING HIGH SCHOOL COURSES IN REGULAR, DAY HIGH SCHOOL  
04 = GED OR H.S. EQUIVALENCY PROGRAM  
05 = SKILL DEVELOPMENT PROGRAM (e.g., PUBLIC  
EMPLOYMENT, JOBS, OIC, WIN, CETA)  
06 = ON-THE-JOB TRAINING PROGRAM  
07 = APPRENTICESHIP PROGRAM

IF Q.404  
<12,  
RESOLVE { 08 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL  
09 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE  
10 = 4-YEAR COLLEGE OR UNIVERSITY

409 Will you be enrolled ...

1 = full-time or  
2 = part-time?

410A Think about the 1986-1987 school year--that is the school year after  
the one that starts this fall. Would you like to get more education  
or training by attending some kind of school or college during the  
'86-'87 school year?

1 = YES → [SKIP TO Q.411]

2 = NO  
8 = DK  
9 = RE

410B How about sometime further into the future--would you like to get  
more schooling?

1 = YES

2 = NO }  
8 = DK } [SKIP TO Q.415.]  
9 = RE }

411 What kind of school or college would you like to attend?

1 = HIGH SCHOOL → [SKIP TO Q.415]  
2 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL  
3 = TWO-YEAR JUNIOR OR COMMUNITY COLLEGE  
4 = FOUR-YEAR COLLEGE OR UNIVERSITY  
5 = GRADUATE OR PROFESSIONAL SCHOOL

412 Would that be as a full-time or part-time student?

- 1 = FULL-TIME
- 2 = PART-TIME
- 8 = DK

413 Approximately how much, considering all school and living expenses, do you think it will cost you for one year of college or vocational training? Will it cost...  
[PROBE: Just your best guess will do.]

- 1 = less than 1,000 dollars,
- 2 = at least 1,000 but less than 2,000 dollars,
- 3 = at least 2,000 but less than 3,000 dollars
- 4 = at least 3,000 but less than 4,000 dollars
- 5 = at least 4,000 but less than 5,000 dollars, or
- 6 = 5,000 dollars or more?

414 Taking into account scholarships, government grants and loans, your own savings and earnings, and help from your family, how much of your yearly school and living expenses could you cover if you go to school? Would you say...

- 1 = all of your expenses,
- 2 = more than three-fourths,
- 3 = about three-fourths,
- 4 = about half,
- 5 = about one-fourth,
- 6 = less than one-fourth, or
- 7 = none of your expenses?

415 (Although you do not plan to be attending school in 1986-1987, what/What) is the highest grade or year of school or college that you would eventually like to complete?

- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
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- 17 = 5th YEAR COLLEGE/1st YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

416 Are you currently employed, either full-time or part-time?

1 = YES → [SKIP TO Q.422.]

2 = NO

417 Are you looking for work now?

1 = YES

2 = NO

419 Have you ever had a job for pay?

1 = YES → [SKIP TO INTRO BEFORE Q.424.]

2 = NO }  
9 = RE } → [SKIP TO Q.434.]

422 Have you been looking for ...

1 = a new job,

2 = an additional job, or

3 = some other way to increase your income?

4 = NOT LOOKING.

Now, I have some questions about your (present/last) employment.

424 How many hours per week (do/did) you usually work at your  
(main/last) job?

ENTER NUMBER OF HOURS

FORMAT: 12 [USE LEADING ZERO]

RANGE: 01-80

425 How often (do/did) you work on the weekend as a regularly scheduled  
part of your (main/last) job -- that is, weekend work that's not  
considered overtime? Would you say it (is/was) ...

1 = every week,

2 = two or three times a month,

3 = once a month,

4 = less than once a month, or

5 = never?

- 430 At your (main/last) job, (are/were) you...
- 1 = an employee of a private company,
  - 2 = a government employee,
  - 3 = self-employed in your own business, or
  - 4 = working without pay in a family business or farm?
- 431 How satisfied (are/were) you with your (present/last) job?  
(Are/were) you...
- 1 = extremely satisfied,
  - 2 = somewhat satisfied,
  - 3 = neither satisfied nor dissatisfied,
  - 4 = somewhat dissatisfied, or
  - 5 = extremely dissatisfied?
  - 8 = DK
  - 9 = RE

SKIP	IF Q.424 =>35, SKIP TO Q.434.
------	-------------------------------

- 432 Have you ever had a job where you usually worked 35 hours or more each week?
- 1 = YES
  - 2 = NO
  - 9 = RE
- 434 If you were to get a (different) full-time job within the next year, what wage, salary, or other rate of pay do you think you would earn?
- ENTER AMOUNT OF PAY                      FORMAT: 12345.67  
RANGE: [SEE Q.435.]
- 435 Is that per... [PROBE: I have to be able to record that rate of pay using these time periods. Is that per...]
- 1 = hour,                      Q.434 RANGE: 1.00 - 25.00
  - 2 = per day,                  Q.434 RANGE: 3.00 - 100.00
  - 3 = per week,                Q.434 RANGE: 20.00 - 600.00
  - 4 = every two weeks,        Q.434 RANGE: 20.00 - 1,100.00
  - 5 = twice a month,          Q.434 RANGE: 20.00 - 1,100.00
  - 6 = per month, or            Q.434 RANGE: 30.00 - 3,000.00
  - 7 = per year?                Q.434 RANGE: 80.00 - 50,000.00
- 436 How easy or difficult is it for someone your age to get a full-time job in your community? Is it...
- 1 = almost impossible,
  - 2 = very difficult,
  - 3 = somewhat difficult, or
  - 4 = not difficult at all?

AD-A169 245

YOUTH ATTITUDE TRACKING STUDY II WAVE 16 -- FALL 1983

5/3

SUPPLEMENTARY TABUL. (U) RESEARCH TRIANGLE INST

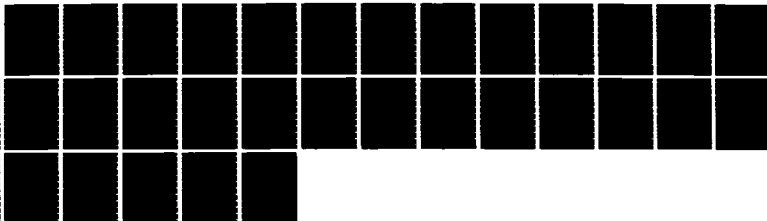
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 86

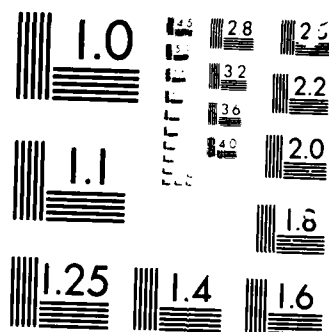
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RTI/3365/85-01FR MDA903-83-C-0172

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MICROGRAPH

437 And how easy or difficult is it for someone your age to get a part-time job in your community? Is it...

- 1 = almost impossible,
- 2 = very difficult,
- 3 = somewhat difficult, or
- 4 = not difficult at all?

438 Now, let's talk about your plans for the next few years. What do you think you might be doing? [PROBE: Anything else?] [ENTER CODE FOR ALL MENTIONS.]

- 1 = GOING TO SCHOOL
- 2 = WORKING
- 3 = DOING NOTHING
- 4 = OTHER
- 5 = JOINING THE (MILITARY/SERVICE)

SKIP	IF Q.438 $\neq$ 2 AND Q.438 = 5, SKIP TO Q.440. IF Q.438 $\neq$ 2 AND Q.438 $\neq$ 5, SKIP TO Q.501. IF Q.438 = 2 AND Q.416 $\neq$ 1 AND Q.438 = 5, SKIP TO Q.440. IF Q.438 = 2 AND Q.416 $\neq$ 1 AND Q.438 $\neq$ 5, SKIP TO Q.501.
------	--

439 Do you think that you will be working in...

- 1 = the same job or occupation you now have, or
- 2 = a different job or occupation?

SKIP	IF Q.438 $\neq$ 5, SKIP TO Q.501.
------	-----------------------------------

440 You said you might be joining the military.  
Which branch of the service would that be?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 8 = DK
- 9 = RE }{ [SKIP TO Q.501].

441 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

442 If you found for some reason you couldn't join the (Q.440 SERVICE) what service would be your next choice?

- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = COAST GUARD
  - 4 = MARINE CORPS
  - 5 = NAVY
  - 6 = NONE
  - 8 = DK
  - 9 = RE
- } [SKIP TO Q.501.]

443 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?
- 8 = DK
- 9 = RE



## Questionnaire Sections B and C

Now, I'm going to read you a list of several things which young (men/ women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

501 First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

502 How likely is it that you will be working at a desk in a business office? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

503 How likely is it that you will be serving in the military? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

504 How likely is it that you will be working as a (saleswoman/salesman)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

SERIES 505, 507, 509-513 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.

505 How likely is it that you will be serving in the National Guard?  
(Would you say...)

- 1 = definitely,
  - 2 = probably,
  - 3 = probably not,
  - 4 = definitely not?)
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.507]

506 Is that the...

- 1 = Air National Guard, or the
- 2 = Army National Guard?

507 How likely is it that you will be serving in the Reserves? (Would you say...)

- 1 = definitely,
  - 2 = probably,
  - 3 = probably not, or
  - 4 = definitely not?)
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.509]

508 Is that the...

- 1 = Air Force Reserve,
- 2 = the Army Reserve,
- 3 = the Coast Guard Reserve,
- 4 = the Marine Corps Reserve, or
- 5 = the Naval Reserve?

509 How likely is it that you will be serving on active duty in the Coast Guard? (Would you say...)

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

510 How likely is it that you will be serving on active duty in the Army? (Would you say...)

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

511 How likely is it that you will be serving on active duty in the Air Force? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

512 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

513 How likely is it that you will be serving on active duty in the Navy? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

514 Now, how likely is it that you will be going to college? (Would you say...

- 1 = definitely
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

515 How likely is it that you will be going to vocational or technical school? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

SKIP	IF MALE, SKIP TO Q.517.
------	-------------------------

516 How likely is it that you will be a fulltime homemaker? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

517 We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing (in October 1986--that is, a year from this fall/after you finish high school)?

- |                                 |                       |
|---------------------------------|-----------------------|
| 1 = GOING TO SCHOOL FULL-TIME   | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME   | OR "WORKING," PROBE:  |
| 3 = WORKING FULL-TIME           | Will that be full-    |
| 4 = WORKING PART-TIME           | time or part-time?]   |
| 5 = SERVING IN THE MILITARY     |                       |
| 6 = BEING A FULL-TIME HOMEMAKER |                       |
| 7 = OTHER                       |                       |

NOTE: Question numbers 518 and 519 were not used.

SKIP	IF ONLY 1 OF Q.510-Q.513 <=2, SKIP TO Q.521. IF ALL OF Q.510-Q.513 =>4, SKIP TO Q.522.
------	---

520 You mentioned that you might serve in more than one military service. Which service are you most likely to serve in?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY

521 If you were to join the military service, when do you think you would join? Would you join...

- 1 = within 6 months,
- 2 = between 6 months and 1 year from now,
- 3 = more than 1 year from now but less than 2 years, or
- 4 = would you join more than 2 years from now?

522 Now I'd like to ask you in another way about the likelihood of your serving in the military. Think of a scale from zero to ten, with ten standing for the very highest likelihood of serving and zero standing for the very lowest likelihood of serving. How likely is it that you will be serving in the military in the next few years?

ENTER NUMBER      FORMAT: 12 [USE LEADING ZERO.]  
RANGE: 00 (Lowest likelihood)--10 (Highest likelihood)

SKIP	IF Q.438 = 5, SKIP TO Q.524.
------	------------------------------

523 Before we talked today, had you ever even thought about joining the military?

- 1 = YES
- 2 = NO [SKIP TO Q.551.]

524 How seriously did you consider the possibility of joining the military? Would you say you considered joining the military...

- 1 = very seriously,
- 2 = somewhat seriously,
- 3 = only slightly seriously, or
- 4 = not really seriously at all?

NOTE: Question numbers 525 through 550 were not used.

551 As far as you know, what is the starting monthly pay for an enlisted person in the military -- before taxes are deducted?

ENTER PAY PER MONTH                      FORMAT: 1234  
RANGE: 0100 - 9995 → [SKIP TO Q.553.]  
9998 = DK  
9999 = RE

552 Could you please give me your best guess? (PROBE: Just an estimate will do.)

ENTER PAY PER MONTH                      FORMAT: 1234  
RANGE: 0100-9995  
9998 = DK  
9999 = RE } [SKIP TO Q.554]

553 When you thought of starting monthly pay, did you include any military benefits such as food, housing, and medical benefits?

- 1 = YES
- 2 = NO

554 The starting monthly pay for an enlisted person is approximately 575 dollars. Knowing this, how likely is it that you will be serving in the military in the next few years? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

SKIP	IF RANDOM HALF-SAMPLE, SKIP TO Q.559.
------	---------------------------------------

555 As far as you know, does any service pay a cash bonus for enlisting, in addition to regular monthly pay?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]  
[IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

556 Which service or services pay a cash bonus for enlisting? [ENTER CODE FOR EACH MENTION. PROBE: Any others?]

- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 8 = DK
  - 9 = RE
- } → [IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.]  
[IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

557 Which service pays the biggest bonus, or do they all pay the same bonus? [PROBE: Just your best guess will do.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL PAY THE SAME BONUS

558 How much is the biggest cash bonus a person can get for enlisting? [PROBE: Please give me your best estimate.]

ENTER AMOUNT

FORMAT: 12345 [USE LEADING ZERO]  
RANGE: 00001 - 55555

SKIP	IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.
------	--

559 As far as you know, does any service have a program that helps pay for civilian college or vocational training?

1 = YES

2 = NO

8 = DK

9 = RE

} [ IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.  
IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

560 Which service or services offer a program that helps pay for college or vocational training? [ENTER CODE FOR EACH MENTION.  
PROBE: Any others?]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

8 = DK } → [ IF ACTIVE AND RESERVE SUBSAMPLE, SKIP TO Q.571.  
9 = RE } IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.]

561 Which service offers the largest educational benefits or do they all offer the same benefits? [PROBE: Just your best guess will do.]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

5 = ALL SERVICES OFFER SAME BENEFITS.

562 If someone enlists for 4 years, what is the maximum amount of money they can receive under this educational benefits program? [PROBE: Please give me your best estimate.]

ENTER AMOUNT

FORMAT: 12345

RANGE: 00001 - 55555

SKIP

IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.

NOTE: Question numbers 563 through 570 were not used.

Now, I'm going to ask you a few questions about the National Guard and the Reserves.

571 How many days do you think members of the National Guard and Reserve have to participate in drills each month, once their basic training is completed? Do not include summer training. [PROBE: Just your best guess will do.]

ENTER NUMBER OF DRILL DAYS PER MONTH

FORMAT: 12 [USE LEAD ZERO]

RANGE: 01-30

572 How many days do you think members of the National Guard and Reserves spend at summer training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER OF DAYS FOR SUMMER CAMP      FORMAT: 12 [USE LEAD ZERO]  
RANGE: 01-90

573 How much money do you think someone beginning service in the Guard or Reserve earns for each eight-hour weekend drill day? [PROBE: Just your best guess will do.]

ENTER AMOUNT OF PAY PER DAY      FORMAT: 123 [USE LEAD ZERO]  
RANGE: 001-555

SKIP	<p>IF Q.416 = &gt;2, SKIP TO Q.579. IF Q.416 = 1 AND (3 &lt;= Q.430 &lt;= 4), SKIP TO Q.579.</p>
------	--

574 Currently, initial training in most National Guard or Reserve units requires 3 to 6 months, full-time. Do you think an employer would hold a job for you if you were away for active duty training with the National Guard or the Reserves for 3 to 6 months?

1 = YES  
2 = NO

575 If an employer did hold a position open, do you think you would lose your job seniority during the training period for the National Guard or Reserves?

1 = YES  
2 = NO

576 Does your employer have a specific policy about participation in the National Guard or Reserves?

1 = YES  
2 = NO

577 With respect to Guard or Reserve participation, would you say your employer is...

1 = positive,  
2 = neutral, or  
3 = negative?



- 578 Have you ever talked with any supervisor about your employer's policy about the National Guard or Reserves or has any supervisor ever talked about this with you?
- 1 = YES  
2 = NO
- 579 How likely would you be to enlist in the National Guard or Reserves for six years if you were to receive a 2,000 dollar bonus for joining? Would you...
- 1 = definitely enlist, → [SKIP TO Q.582.]  
2 = probably enlist,  
3 = probably not enlist, or  
4 = definitely not enlist?
- 580 What if you were to receive a 4,000 dollar bonus for six years in the National Guard or Reserves? Would you...
- 1 = definitely enlist, → [SKIP TO Q.582.]  
IF Q.580 { 2 = probably enlist,  
>Q.579, { 3 = probably not enlist, or  
RESOLVE { 4 = definitely not enlist?
- 581 How about a 6,000 dollar bonus for six years? (Would you...
- 1 = definitely enlist,  
IF Q.581 { 2 = probably enlist,  
>Q.580, { 3 = probably not enlist, or  
RESOLVE { 4 = definitely not enlist?)
- 582 Is there a National Guard or Reserve unit located close enough to you for you to join?
- 1 = YES  
2 = NO
- 583 Suppose you joined a National Guard or Reserve unit and then moved to another geographic area. Do you think the military would allow you to transfer to another unit or go inactive?
- 1 = YES, MILITARY WOULD ALLOW R TO TRANSFER OR GO INACTIVE  
2 = NO

Questionnaire Section D -- Advertising, Recruiter Contact, and  
Demographic Items

601 For what military service or services do you recall seeing or hearing advertising that encouraged people to enlist in one or more of the services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]

- 0 = NONE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 6 = NATIONAL GUARD/RESERVES
- 7 = ONE AD FOR ALL SERVICES
- 8 = OK → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 9 = RE → [ALLOWED FOR FIRST MENTION ONLY--SKIP TO INTRO. BEFORE Q.610.]

Do you recall seeing or hearing any advertising for [EACH SERVICE NOT MENTIONED IN Q.601] recently?

602 the Air Force?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

603 the Army?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

604 the Coast Guard?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

605 the Marine Corps?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

606 the Navy?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

607 the National Guard/Reserves?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601

608 one ad for all the services?

- 1 = Yes
- 2 = No
- 3 = MENTIONED IN Q.601.

SKIP	IF NONE OF Q.602 - Q.608 = 1 OR = 3, SKIP TO INTRO BEFORE Q.610.
------	--

609A Other than trying to get you to enlist in the military, what was the main idea the advertising for the (SERVICE SELECTED RANDOMLY FROM ALL SERVICES MENTIONED IN Q.601 AND ANY ADDITIONAL SERVICES WHOSE ADVERTISING WAS RECALLED IN Q.602-Q.608) was trying to get across?

[PROBE: What did it say or show?]

ENTER VERBATIM RESPONSE.

609B What slogan do you recall seeing or hearing in the advertising for the (Q.609A SERVICE)?

ENTER VERBATIM RESPONSE.

SERIES Q.610-Q.615 ASKED IN RANDOM ORDER.

I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by the...

Army,  
 Air Force,  
 Marine Corps,  
 Navy,

} → [SERVICES LISTED IN RANDOM ORDER]

or, by all four active duty services together in the same ad or commercial?

610 Who in the military uses the advertising slogan, " Blank. It's not just a job. It's an adventure"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

- 611 Who in the military uses the advertising slogan, "The few. The proud. The Blank"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD
- 612 Who in the military uses the advertising slogan, "Be all you can be"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD
- 613 Who in the military uses the advertising slogan, "Blank, a great way of life"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD
- 613A Who in the military uses the advertising slogan, "We're looking for a few goood men"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD
- 614 Who in the military uses the advertising slogan, "It's a great place to start"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD
- 615 Who in the military uses the advertising slogan, "Aim high. Blank"?
- 1 = AIR FORCE
  - 2 = ARMY
  - 3 = MARINE CORPS
  - 4 = NAVY
  - 5 = ALL FOUR SERVICES IN SAME AD

SKIP

IF OLDER MALE, SKIP TO Q.628.

616 Within the last twelve months, do you recall seeing any advertising for the military in magazines, newspapers, or on billboards?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.618.]

9 = RE

617 For which military services did you see this kind of advertising?  
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

1 = ARMY

2 = NAVY

3 = AIR FORCE

4 = MARINE CORPS

5 = COAST GUARD

6 = ALL ACTIVE SERVICES

7 = ARMY NATIONAL GUARD

8 = ARMY RESERVE

9 = NAVAL RESERVE

10 = AIR NATIONAL GUARD

11 = AIR FORCE RESERVE

12 = MARINE CORPS RESERVE

13 = ALL NATIONAL GUARD/RESERVES

618 Within the last twelve months, do you recall any television or radio advertising for the military?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.620.]

9 = RE

619 For which military services did you see or hear this kind of advertising?  
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

1 = ARMY

2 = NAVY

3 = AIR FORCE

4 = MARINE CORPS

5 = COAST GUARD

6 = ALL ACTIVE SERVICES

7 = ARMY NATIONAL GUARD

8 = ARMY RESERVE

9 = NAVAL RESERVE

10 = AIR NATIONAL GUARD

11 = AIR FORCE RESERVE

12 = MARINE CORPS RESERVE

13 = ALL NATIONAL GUARD/RESERVES

620 Within the last 12 months, have you received any military recruiting literature in the mail without asking for it?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.622.]

9 = RE

621 Which military services did you get literature about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

5 = ALL SERVICES TOGETHER

6 = NATIONAL GUARD

7 = RESERVES

622 Within the last 12 months, have you made a toll-free call for information about the military?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.625]

9 = RE

623 Which military services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = AIR FORCE

2 = ARMY

3 = MARINE CORPS

4 = NAVY

5 = ALL SERVICES TOGETHER

6 = NATIONAL GUARD

7 = RESERVES

625 Within the last 12 months, have you sent a post card or coupon for information about the military?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.628.]

9 = RE

626 Which military services did you send for information about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

628 Have you ever talked with any military recruiter to get information about the military?

- 1 = YES
- 2 = NO
- 8 = DK } → [SKIP TO Q.630.]
- 9 = RE

629 What service or services of the military did the recruiter represent? [ENTER CODE FOR EACH MENTION. PROBE: Any other service's recruiter? UNTIL NO MORE MENTIONS.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 8 = DK } [SKIP TO Q.644.]
- 9 = RE

SKIP	IF 629 = 1, SKIP TO Q.631. IF 629 ≠ 1 AND Q.629 = 2, SKIP TO Q.634. IF 629 ≠ 1 OR 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 1 OR 2 OR 3 AND Q.629 = 4, SKIP TO Q.640.
------	---

630 Do you think you might talk to a military recruiter to get information about the military in the future?

- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.645.]

631 Did the Air Force recruiter represent the..

- 1 = active Air Force,
- 2 = the Air Force Reserve, or
- 3 = the Air National Guard?
- 4 = TWO OR MORE OF THE COMPONENTS ABOVE





637 Did the Marine Corps recruiter represent the..

- 1 = active Marine Corps, or  
2 = the Marine Corps Reserve?  
3 = BOTH OF THE COMPONENTS ABOVE

638 How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or  
2 = did you call the recruiter, or  
3 = talk at a recruiting station, or  
4 = talk at a job fair, or  
5 = talk at school, or  
6 = did you get in touch some other way?

639 When did you last talk with the Marine Corps recruiter--what month  
and year was your last contact with a Marine Corps recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 71-84

SKIP	IF Q.629 $\neq$ 4, SKIP TO Q.644.
------	-----------------------------------

640 Did the Navy recruiter represent the...

- 1 = active Navy, or  
2 = the Naval Reserves?  
3 = BOTH OF THE COMPONENTS ABOVE

641 How did you and the Navy recruiter get in touch the first time you  
talked? Did you...

- 1 = get a phone call from the recruiter, or  
2 = did you call the recruiter, or  
3 = talk at a recruiting station, or  
4 = talk at a job fair, or  
5 = talk at school, or  
6 = did you get in touch some other way?

642 When did you last talk with the Navy recruiter--what month and year  
was your last contact with a Navy recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 72-84

644 What enlistment options or advantages of joining the service do you remember? [DO NOT READ ITEMS. ENTER CODE FOR EACH MENTION FOR FIRST 8 MENTIONS.]

- 01 = CASH BONUS
- 02 = MONEY FOR EDUCATION
- 03 = GUARANTEED TYPE OF TRAINING
- 04 = TWO-YEAR ENLISTMENT
- 05 = GUARANTEED LOCATION FOR TRAINING
- 06 = GUARANTEED JOB ASSIGNMENT AT END OF TRAINING
- 07 = ADVANCE PAY GRADE
- 08 = GOOD PAY
- 09 = TRAVEL
- 10 = ADVENTURE
- 11 = JOB SATISFACTION
- 12 = GOOD PEOPLE TO WORK WITH
- 13 = TRAINING FOR LEADERSHIP
- 14 = EQUAL OPPORTUNITY
- 15 = SKILLS TRAINING
- 16 = OTHER

645 Have you ever taken the three-hour written test called the ASVAB that is required to enter the military?

1 = YES → [SKIP TO Q.647.]

2 = NO

8 = DK

646 Do you think you might take the written test required for the military in the future?

1 = YES }  
 2 = NO } [SKIP TO Q.649.]  
 8 = DK }

647 Where did you take this written test? Did you take the ASVAB...

1 = at your high school,

2 = at a Military Entrance Processing Station (MEPS), or

3 = somewhere else?

SERIES Q.649 - Q.678 ASKED IN RANDOM ORDER IN SETS OF 2.
--

Now, I'd like for you to give me your opinions on several topics. First, I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job.

649 (In choosing a job,) is being able to stay in the area near family and friends...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

650 Is being able to stay in the area near family and friends more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

651 (In choosing a job,) is being able to do something for your country...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

652 Is being able to do something for your country more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

653 (In choosing a job,) is being able to get money for education...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

654 Is being able to get money for education more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

655 (In choosing a job,) is personal freedom...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

656 Is personal freedom more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

657 (In choosing a job,) is good income ...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

658 Is good income more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

659 (In choosing a job,) are high status and prestige...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

660 Are high status and prestige more likely to occur in a...

- 1 = military job,
- 2 = in a civilian job, or
- 3 = could it occur in either one?

661 (In choosing a job,) is your parents' approval...

- 1 = extremely important,
- 2 = very important,
- 3 = somewhat important, or
- 4 = not at all important to you?
- 8 = DK

- 662 Is your parents' approval more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 663 (In choosing a job,) is being able to learn a valuable trade or skill...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 664 Is being able to learn a valuable trade or skill more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 665 (In choosing a job,) is having a lot in common with your co-workers...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 666 Is having a lot in common with your co-workers more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 667 (In choosing a job,) is enjoying your work...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 668 Is enjoying your work more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?

- 669 (In choosing a job,) are promotion opportunities...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 670 Are promotion opportunities more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 671 (In choosing a job,) are adequate retirement benefits...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 672 Are adequate retirement benefits more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 673 (In choosing a job,) is getting trained for leadership...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK
- 674 Is getting trained for leadership more likely to occur in a...  
1 = military job,  
2 = in a civilian job, or  
3 = could it occur in either one?
- 675 (In choosing a job,) is equal pay and opportunity for men and women...  
1 = extremely important,  
2 = very important,  
3 = somewhat important, or  
4 = not at all important to you?  
8 = DK

- 676 Are equal pay and opportunity for men and women more likely to occur in a...
- 1 = military job,
  - 2 = in a civilian job, or
  - 3 = could it occur in either one?
- 677 (In choosing a job,) is job security--that is, having a steady job ...
- 1 = extremely important,
  - 2 = very important,
  - 3 = somewhat important, or
  - 4 = not at all important to you?
  - 8 = DK
- 678 Is job security--that is, having a steady job--more likely to occur in a...
- 1 = military job,
  - 2 = in a civilian job, or
  - 3 = could it occur in either one?
- 682 Has a good friend or close relative of yours signed up with one of the military services within the last 6 months?
- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- 683 Within the last year or so, have you discussed with anyone the possibility of your serving in the military?
- 1 = YES
  - 2 = NO
  - 8 = DK
  - 9 = RE
- } → [SKIP TO Q.690.]
- 684 With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Any one else?] [ENTER CODE FOR EACH MENTION.]
- 1 = FRIENDS
  - 2 = MOTHER
  - 3 = FATHER
  - 4 = A BROTHER OR SISTER
  - 5 = SOME OTHER RELATIVE
  - 6 = (BOY/GIRL)FRIEND OR SPOUSE
  - 7 = A TEACHER
  - 8 = A COUNSELOR AT SCHOOL
  - 9 = A RECRUITER

SKIP

IF Q.684 ≠ 1 AND OLDER MALE, SKIP TO Q.688.  
 IF Q.684 ≠ 1 AND NOT OLDER MALE, SKIP TO Q.690.

(Was this a friend.../Were these friends...)

685 ...from school?

1 = YES

2 = NO

686 ...at work?

1 = YES

2 = NO

687 ...in the service?

1 = YES

2 = NO

SKIP	IF NOT OLDER MALE, SKIP TO Q.690.
------	-----------------------------------

Have you ever discussed the possibility of serving in the military with...

688 any co-workers?

1 = YES

2 = NO

689 any employer?

1 = YES

2 = NO

690 If a good friend of yours asked your advice about seeing a military recruiter, would you say it was...

1 = a waste of time,

2 = up to him or her, or

3 = a good idea?

691 How do the people who matter most to you feel about your serving in the active military? Would you say that most of them are...

1 = very favorable

2 = somewhat favorable,

3 = neither favorable nor unfavorable,

4 = somewhat unfavorable, or

5 = very unfavorable toward your serving in the active military?



692 How do you feel about serving in the active military yourself? Are you...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable.
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

693 To help me ask the next few questions correctly, I need to know whether you are currently...

- 1 = married,
- 2 = widowed,
- 3 = separated,
- 4 = divorced, or
- 5 = have you never been married?
- 9 = RE

694 Not counting yourself, (but counting your spouse,) how many dependents do you have--that is, how many people do you support?

ENTER NUMBER OF DEPENDENTS

FORMAT: 12 [USE LEADING ZERO.]  
RANGE: 00 -10

698 Have you ever taken a college entrance examination such as the PSAT (Preliminary Scholastic Aptitude Test), the SAT (Scholastic Aptitude Test), or the ACT (American College Testing Program)?

- 1 = YES → [SKIP TO Q.700.]
- 2 = NO → [IF OLDER MALE, SKIP TO Q.700.]

699 In the future do you plan to take a college entrance examination?

- 1 = YES
- 2 = NO

SKIP	IF Q.404 <9 AND Q.407 => 2, SKIP TO Q.713F.
------	---

700 What grades (do/did) you usually get in high school?

- 1 = Mostly A's (A numerical average of 90-100)
- 2 = Mostly A's and B's (85-89)
- 3 = Mostly B's (80-84)
- 4 = Mostly B's and C's (75-79)
- 5 = Mostly C's (70-74)
- 6 = Mostly C's and D's (65-69)
- 7 = Mostly D's and F's (64 and below)

701 (Is/Was) your high school program...

- 1 = academic or college preparatory,
- 2 = commercial or business training,
- 3 = or vocational or technical?

Now I have a list of high school mathematics and technical courses. As I read each one, please tell me whether you have taken or plan to take that course in regular high school.

702 Elementary algebra (ALGEBRA I)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

703 Plane geometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

704 Business math

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

705 Computer science

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

706 Intermediate algebra (ALGEBRA II)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

707 Trigonometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

708 Calculus

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

709 Physics

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

SKIP	IF OLDER MALE, SKIP TO Q.713F.
------	--------------------------------

710 (Does/Did) your high school have a computerized system that provide(s/d) information about careers?

- 1 = YES
- 2 = NO
- 3 = DK } → [SKIP TO Q.713F.]

711 In using this system, did you get any information about the military?

- 1 = YES
- 2 = NO
- 3 = DID NOT USE SYSTEM } → [SKIP TO Q.713F]

712 Did the information about the military that you got from the system increase your interest in the military?

- 1 = YES
- 2 = NO

713F What is the highest grade or year of school or college that your father completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713 What is the highest grade or year of school or college that your mother completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (FR)
- 14 = 2nd YEAR COLLEGE/JR. OR COMM. COL./VOC., BUS., OR TRADE SCHOOL (SO)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

714 Just to be sure we are representing all groups in our survey, please tell me whether you consider yourself...  
[IF "HISPANIC" PROBE: Do you consider your race to be white, black, Asian, or American Indian?]

- 1 = white?
- 2 = black?
- 3 = Asian or Pacific Islander? (INCLUDES CHINESE, JAPANESE, FILIPINO, KOREAN, VIETNAMESE, PACIFIC ISLANDER, ASIAN INDIAN, OR OTHER ASIAN)
- 4 = American Indian or Alaskan Native?

715 Are you of Hispanic background? [INCLUDES SPANISH-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, CHICANO, CUBAN-AMERICAN, ETC.]

1 = YES, HISPANIC BACKGROUND

2 = NO, NOT HISPANIC BACKGROUND

716 Now, I need to record your Social Security Number. By law, you do not have to tell me your Social Security Number, but it would help our study--so, can you tell me what it is? [PROBE: Would you look it up? I'll wait.]

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know

N = No SSN

RE = Refusal

X = Asked questions .

SKIP	IF Q.716 $\neq$ RE or X, SKIP TO Closing Statement.
------	---

717 We need this information for use in another study that matches enlistments in the Armed Forces to some of the ideas we've been discussing in this interview.

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know

N = No SSN

RE = Refusal

END

DTIC

7-86